

Dallas  
JUNE • 1953

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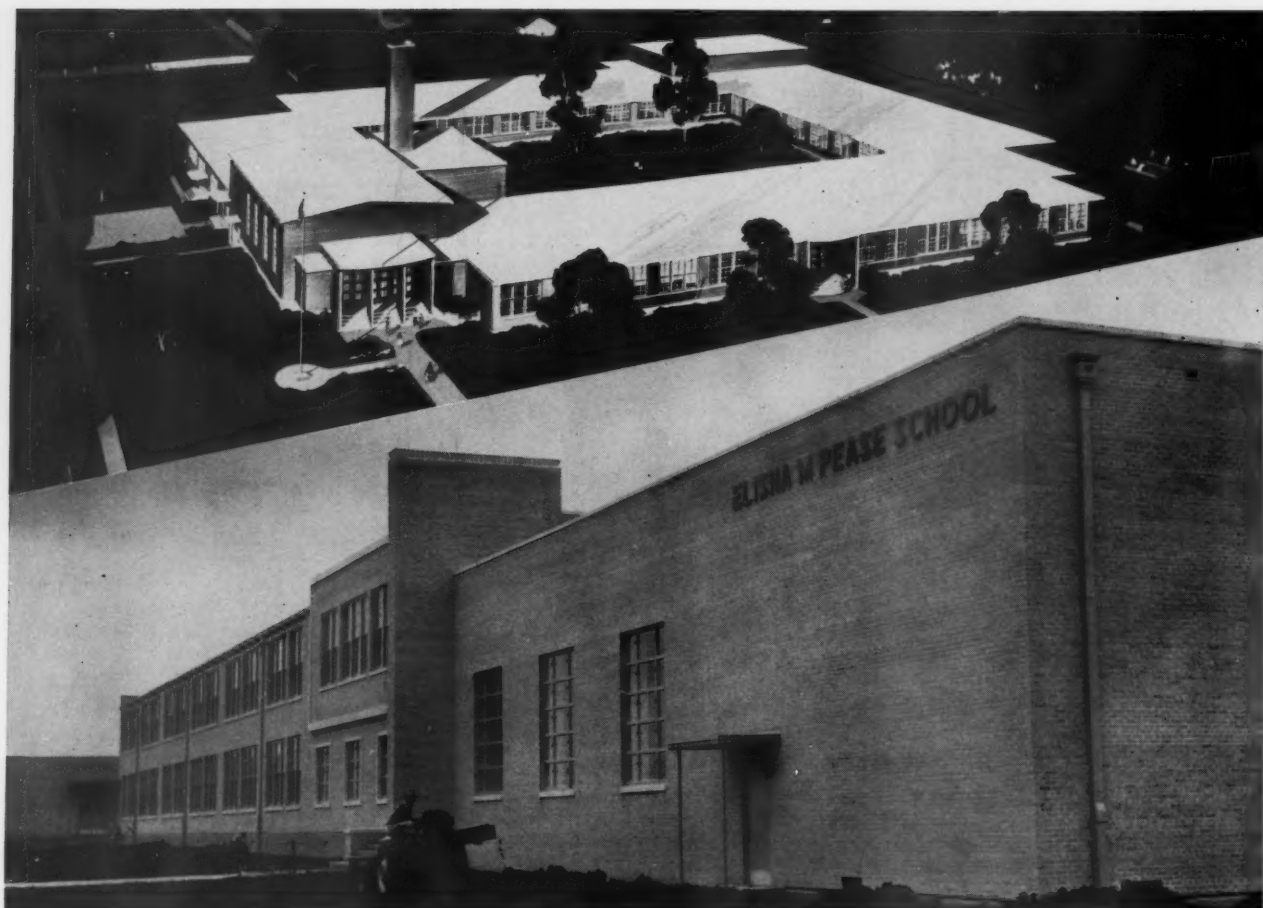


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# Dallas PIONEERS

Established

**1857** Sanger Bros.  
In Texas  
Opened Dallas Store in 1872

**1869** The Schoellkopf  
Company  
Manufacturers and  
Wholesale Distributors

**1872** Waples-Platter  
Company  
White Swan Fine Foods

**1874** Bolanz &  
Bolanz  
Real Estate and Insurance

**1875** Dallas Transfer &  
Term. Whse. Co.  
Warehousing, Transportation,  
and Distribution

**1876** Lyon-Gray Lumber  
Company  
Experienced Retailers of  
Building Materials

**1878** National Bank  
of Commerce  
Banking

**1885** Mosher Steel  
Company  
Structural Reinforcing  
Steel and Machinery Repairs

**1889** Austin Brothers  
Steel Co.  
Steel for Structures of Every Kind

**1890** William S.  
Henson, Inc.  
Advertising Printing

**1893** Oriental Laundry  
and Cleaners  
Finer Laundering, Cleaning,  
and Fur Storage



THE ABOVE roof-top view shows the major part of Dallas' wholesale district in 1906. Dallas was just then getting into the 50,000 population class and that same year the 150,000 Club was founded in Dallas to stimulate the growth of the city. Even then, northern manufacturers and distributors were looking toward the growing Southwest, and in that trek of pioneer industry, the Graham-Brown Shoe Company moved here in 1911 from Parkersburg, West Virginia. Frank Brown, then president of the company, recalls that high button shoes and box-toed shoes were major items back in those days and the firm was located at the corner of Elm and Market with eight salesmen and ten other employees in its warehouse and offices. The company then manufactured its own boots and shoes in Parkersburg. Today with Fred Brown serving as board chairman and with headquarters in Dallas, the Graham-Brown Shoe Company does a wholesale business in the Dallas Southwest, a national business on Gene Autry juvenile boots, and also operates a retail shoe chain known as the Austin Shoe Stores.

## Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

**1896** Briggs-Weaver  
Machinery Co.  
Industrial Machinery  
and Supplies

**1897** Anderson  
Furniture Co.  
Dallas' Oldest Furniture Store

**1898** Lang's Floral  
& Nursery Co.  
The Southwest's Foremost Florists,  
Decorators, Nursery Landscape  
Service

**1898** The Praetorians  
Life Insurance Service

**1902** Cullum &  
Boren  
Red Fox Athletic Uniforms  
Wholesale and Retail Sporting Goods

**1903** First Texas Chemi-  
cal Mfg. Company  
Pharmaceutical Manufacturers

**1903** Republic Insurance  
Company  
Writing Fire, Tornado, Allied Lines,  
Inland Marine, and Automobile  
Insurance

**1905** Smith's  
Detective  
And Nightwatch Service  
Electrical Protective Service

**1907** Tennessee  
Dairies, Inc.  
Gold Seal Dairy Products

**1910** Red Bryan's  
Smokehouse  
Barbecued Meats

**1911** Graham-Brown  
Shoe Company  
Manufacturing  
Wholesalers







# Dallas

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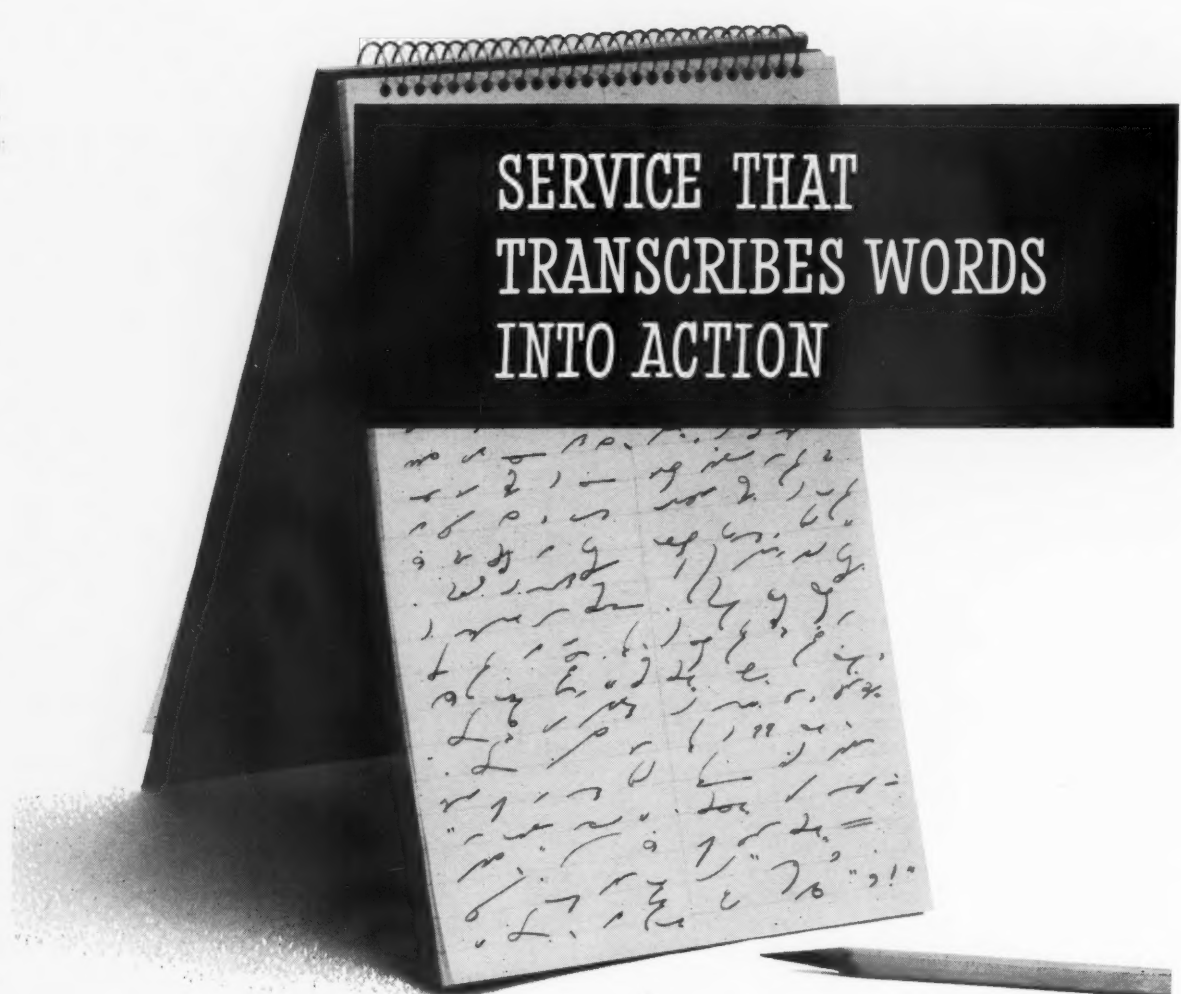
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DALLAS • JUNE, 1953

# WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce  
in the Nation's Capital

## Congress and Public Works

A POLITICAL policy inimical to the national welfare has developed in Washington during the past few years, and its perpetuation year after year is having the effect of seriously disrupting the orderly prosecution of a river and harbor and flood control program. It is a situation which is easily perceptible in Dallas, for virtually under the Dallas skyline is an important project which has become a victim of that policy. It is, of course, the Dallas floodway, a project to provide flood protection for scores of industries, thousands of homes, and tens of thousands of people in the flood plain of the Trinity in the heart of the city. And the Dallas floodway project is only one of many such projects, most of them important and many of them urgent, throughout the United States, on which construction has been stopped or never begun.

To understand the plight of Dallas and other such communities it is necessary to go back a few years to the end of World War II. Construction of most public works projects had been suspended during the war years, and consequently at the end of the war a large backlog of authorized projects had accumulated. In the resumption of a public works program the administration therefore adopted a policy of restricting appropriations to those projects on which construction had been suspended during the war, and of denying funds to any so-called "new" construction starts. This approach to the problem was reasonable enough at the time, for it was obvious that partially finished projects should be completed and that the backlog was too large to enable the government to broaden the program at that time.



DALE MILLER

Had this criterion been enforced only two or three years no serious situation would have developed, but it is still in effect today, and there is no reliable prospect that it will be relaxed in the foreseeable future. Like so many of Washington's temporary expedients it has acquired an aspect of permanence. It is true that there have been a few exceptions to the rule, notably the Trinity reservoirs, three of which were brought under construction during this period of abstention by dint of persistence and hard work by Trinity advocates. But the policy itself has remained unchanged, and it is progressively having a deleterious effect on the national economy and security.

The appropriations currently recommended for the river and harbor and flood control program during the next fiscal year afford eloquent testimony to what is happening. The original (Truman) budget submitted in January recommended in construction funds for the Corps of Engineers a total of \$491,295,000. The revised (Eisenhower) budget submitted in April reduced the recommendation to \$332,250,000. And the House appropriations committee eventually slashed the amount to \$253,723,000. The severity of these reductions is obvious; and insofar as the Dallas floodway project is concerned, the action which was taken could not have been more drastic. The original budget recommended for the Dallas floodway \$2,900,000; the revised budget allocated only \$750,000; and the House eliminated the funds altogether.

It should be pointed out, of course, that the action taken by the House does not complete Congressional consideration of the bill. As this is written, the Senate has not yet acted, and strong efforts are being made to persuade the Senate to restore at least the \$750,000 recommended in the revised budget for the floodway project; and in the event of such restoration there would still be the task of inducing the House conferees to

accept the Senate amendment when the bill is committed to conference. Because of the considerable merits of the floodway project there is reason to hope and believe that an appropriation will eventually be forthcoming, but at the present time, at any rate, the project has been eliminated from the bill.

The disturbing significance of this sequence of events, which has been repeated with regularity in recent years, lies in the fact that the administration and Congress have become enured to a fallacious policy of denying funds to river and harbor and flood control projects, regardless of their merits, if they happen to fall into an arbitrary category of new construction starts. The Dallas floodway is merely a close-to-home example of a serious situation which involves many localities throughout the country. This writer appeared before the Senate appropriations subcommittee late in May in an effort to focus attention on this problem, and it may be permissible to quote a few sentences from the testimony offered at that time:

"In all these years there has never been raised, to my knowledge, any question as to the merit and need of these projects. . . . For a number of years now the administration has invoked, and Congress has acquiesced in, a policy which denies funds willy nilly to many important and needed projects solely for the reason that they represent so-called new construction starts. I submit, gentlemen, that such a criterion in the development of a river and harbor program is wholly artificial and unrealistic. Any public works project should be evaluated strictly on its merits and not on its age. . . . I am sure we are all aware of the need for economy in view of world conditions, but we should be aware also that such conditions will likely prevail over a period of many years to come, and we must not permit them to vitiate our obligation to continue the orderly development of our water resources."

It should be stated that the Dallas floodway and other such projects have been fully authorized by Congress and approved for construction. Only the money has been withheld; and yet the same Congress which is denying millions of dollars to projects which would materially benefit our internal economy is appropriating billions of dollars in economic aid to the people of other nations. Whatever may be said of the ideological virtues of funneling American money into distant lands, it should be distinctly clear that the first responsibility of our own government is to our own people.



**DALLAS' TOP CIVIC SALESMEN**, Mayor R. L. Thornton, left, and Chamber President Ben H. Wooten, joined forces this month in promoting the Dallas market.

#### Four Groups Examine

# The Dallas Market

By Horace Ainsworth.

Photography by Squire Haskins

**FOUR** Dallas business and professional organizations joined together this month for a realistic evaluation of the

Dallas market—from the standpoint of sales, credit and advertising.

Addressing a capacity crowd of Dallas'

**WINNING TWO AWARDS** for her essay on salesmanship, Miss Eleanor Ann Walker receives a check from W. H. Pierce, president of the Sales Executives' Club. Bill Nichols, chairman of the essay committee, watches.



biggest names in industry and commerce who paid \$5 a plate to attend the meeting at the Hotel Adolphus, the city's best known experts gave their own predictions of what lies ahead.

Feeling the need for a summer "shot in the arm," the Dallas Sales Executives' Club, the Dallas Chamber of Commerce, the Dallas Advertising League, and the Dallas Manufacturers' and Wholesalers' Association, Inc., sponsored the meeting.

Speakers were J. J. Shea, president of Lone Star Wholesalers, Inc.; Tom McHale, advertising manager for DALLAS, and Richard Rancier, credit manager of Southwestern Drug Corporation.

Mayor R. L. Thornton keynoted the meeting with a talk on the "Untapped Potential of Dallas."

Mayor Thornton told a personal experience story of how he had seen the Dallas market grow from practically wilderness to a region now commanding national respect.

"I can remember the days when you couldn't even open your sample case unless you were from Chicago or New York. Today, people want to do business with Dallas.

"We have built a great market—not from the favoritism of buyers—but because we have equalled and surpassed the services given by other markets. Dallas has proved 'he profits most who serves best'."

Mayor Thornton referred to the \$150,000 Club—an industrial promotion of Dallas in the late twenties. "We're getting results today from advertising we did 25 years ago," he said.

"Love your city," Mayor Thornton urged. "Love it with all your heart. Preach that love to other folks and it will all come back to you."

Mr. Thornton characterized the Dallas

**ARRANGEMENTS** for the dinner were handled by M. E. Mark Hannon, left, executive secretary and manager of the Dallas Manufacturers' and Wholesalers' Association. Here he talks with Ben H. Wooten, center, and Richard Rancier.







**RICHARD RANCIER:** "Dallas has a concentration of 2,000,000 people in a 100-mile area."



**J. J. SHEA:** "An essential for successful selling: go out and work like the dickens."



**TOM McHALE:** "Dallas salesmen have always sold Dallas as well as their product."

market as a new market with plenty of opportunities ahead. "We are developing a section of our country where your children and mine can practice free enterprise, not just read about it."

Mr. McHale said that Dallas sales and advertising men have always sold Dallas as well as their products and services.

"It is significant that the first civic luncheon club founded in Dallas was the Dallas Advertising League, organized in 1908, to give the spirit of Dallas a voice," Mr. McHale said.

"Community advertising and area selling have kept Dallas and the Dallas Southwest in the nation's spotlight," he said.

Referring to the advertising business itself, Mr. McHale said that it gives Dallas a tremendous army and equipment for civic promotion to boost and sell Dallas.

Mr. Rancier said Dallas, with eight per cent of the population of Texas, has a concentration of 2,000,000 people in a 100-mile area. He pointed out the importance of credit in the region, stating that 90 per cent of all business done in the United States is transacted on credit.

He summarized the Dallas market by drawing up a "balance sheet" for the city, comparing its assets and liabilities.

Mr. Shea gave four essentials for successful selling. These were: (1) Know your product; (2) Love the man you work for; (3) Be so enthusiastic for your product that no one can stop you; and (4) Go out and work like the dickens.

"Dallas was already built for me—all I had to do was come here," Mr. Shea said. "I wonder if we appreciate the pioneering work that was done for us and I wonder what we are doing for the generations that follow."

Ben H. Wooten, president of the Dallas Chamber of Commerce, was toastmaster. W. H. Pierce, president of the Dallas Sales Executives' Club, presided.

Mr. Wooten characterized the meeting as "the greatest aggregation of salesmen ever assembled. "Manufacturing is a great and important function but it has to be balanced with distribution and selling. Selling is important to every business venture," he said.

Elleanor Ann Walker, Dallas high school student, was presented an award from the Dallas Sales Executives' Club for writing the best essay on salesmanship. She won the Dallas contest in which 1,832 contestants entered. Miss Walker's essay was then awarded the national prize of \$1,000 for being the best in the nation.

Bill Nichols was chairman of the essay committee.

Besides the presidents of the Chamber and the Sales Executives' Club, Rex V. Lentz, president of the Dallas Advertising League, and Tom Harris, president of the Dallas Manufacturers' and Wholesalers' Association, were seated at the head table.

Arrangements for the banquet were handled by M. E. Mark Hannon, executive secretary and manager of the Dallas Manufacturers' and Wholesalers' Association.

The program was designed to call attention to Dallas' dominant position as the market center of Texas, Oklahoma, Louisiana, Arkansas, New Mexico, Mississippi and Tennessee.

**A CAPACITY CROWD** of Dallas sales, credit and advertising executives filled the ballroom of the Hotel Adolphus.





## Warehouse Space St Role in National Shi

**L**OGISTICS is a key to victory in modern warfare and the key to success in national distribution.

The ability to store and move large quantities of goods and merchandise, the ability to funnel out shipments to all points of the compass in the Southwest, makes Dallas one of the nation's major distribution centers.

Dallas has more public warehouse space than any city in the nation not served by water transportation. Located strategically in the heart of the Southwest, Dallas is served by nine main line railroads and nearly 50 common carrier truck lines. This combination gives Dallas distribution advantages approached by no other city in this region.

With some 1,200,000 square feet of warehouse space, the public storage capacity of Dallas exceeds that of many states. Some of the larger states which Dallas exceeds include Oklahoma, Florida, Kentucky, Colorado, Kansas, Nebraska and North Carolina. Texas ranks seventh in the nation in total general merchandise storage space and Dallas has more than one-fourth of the state's total.

These figures exclude cold storage and space devoted to household goods, but in recent years Dallas has also come to the front as one of the nation's major centers for the storage of perishable products. Today, the Dallas-Fort Worth Area ranks third in the nation in terms of its cold storage capacity and one Dallas plant constructed since World War II accounts for 2.3 per cent of the nation's total cold storage capacity.

Dallas' modern warehouses mean far more in distribution than statistics on floor space. The facilities of Dallas modern merchandise warehouses give manufacturers all the advantages of maintaining their own branch houses in Dallas with none of its disadvantages.

Dallas' public warehouses provide a wide variety of services that add substantially to Dallas' distribution advantages. Dallas warehouses receive merchandise

←  
**ZERO STORAGE** of products such as frozen eggs shown here give Dallas an important role in handling products going from coast to coast. This is a section of the U. S. Cold Storage Warehouse in Dallas.

# Stresses Dallas' Shipping Pattern

from manufacturers in carload and less-than-carload lots, store goods, and distribute merchandise according to instructions. Dallas warehouses fill orders from home offices, from salesmen and from customers; make shipments to all parts of the trade area and store-door delivery to local customers. Dallas warehouses give manufacturers accurate stock reports, check credit ratings, freight routing, and render other services that would require full-time personnel.

The distribution know-how, mechanized equipment, shipping facilities and experience of Dallas warehouses make up a major link in the Dallas distribution picture. "Spot stocks" in Dallas warehouses give national manufacturers a tremendous distribution advantage in the Southwest, and these same stocks make Dallas a business magnet for an ever-widening trade territory. "Spot stocks" also mean quicker deliveries, less overhead and inventory and better service to more satisfied customers at less cost.

Dallas' cold storage facilities, its location midway between the Pacific Coast and the Eastern Seaboard and its direct connections with large midwestern markets, make it a major center for storage-in-transit. This gives a shipper the advantage of through-freight rates with delayed delivery and storage until a favorable market is available for a product. This service has resulted in a large volume of California citrus products moving in and out of Dallas, as well as produce from the Rio Grande Valley, and the perishable products from a number of western states.

Post-war additions of cold storage facilities have made the Dallas-Fort Worth area third ranking in the nation. Well-informed sources in the industry conservatively estimate that at least 15,000,000 cubic feet of cold storage space is available in the two-city area. This is exceeded only by New York City with 25,000,000 cubic feet and Chicago with 23,000,000 cubic feet of space available.

Dallas leadership in merchandise storage is based on a relatively small number of organizations operating large facilities. Oldest of these is the Dallas Transfer and Terminal Warehouse which has been serving Dallas for more than three quarters

(Continued on Page 69)



**PALETIZED HANDLING** of package goods and appliance storage are important functions of many Dallas warehouses. This is a store room at the Interstate-Trinity Warehouse in Dallas.



**MECHANIZED HANDLING** of barrel goods speeds transit of goods and cuts down breakage. This unit is in the Dallas Transfer and Terminal Warehouse.

**SPOT STOCKS** of nationally-known manufacturers put large volumes of merchandise in Dallas for warehousing. This load is leaving the Empire Terminal Warehouse.





## Market Development Stresses

# DISTRIBUTION

By Tom McHale and Bill Rosamond

**F**IRST in the South and Southwest, Dallas is steadily expanding its position as one of the nation's leading centers of distribution.

In the increasing volume of its over-all wholesale trade, Dallas is pacing the dynamic Southwest which recorded \$2,250,000,000 increase in income last year. Steel warehouses, industrial suppliers, machinery, tools, precision equipment and kindred lines are giving Dallas distribution a new look in keeping with industrial decentralization.

In terms of expansion of established facilities, its huge parts depots, the growth and volume of distributors already here and the list of manufacturers' sales branches establishing new bases, Dallas is moving forward at a greater rate than ever before. Even its multimillion dollar industrial expansion paced by Ford and General Motors is geared to Dallas distribution advantages.

Between 1939 and 1948 the U. S. Census of Business shows that wholesale sales in the Dallas metropolitan area increased from \$474,454,000 to \$2,238,449,000, a gain of 371 per cent in the nine-year period. The number of wholesale establishments increased from 1,043 to 1,795 dur-

ing the same period, a gain of 72 per cent. Merchant wholesalers increased in number from 515 to 909 to record a gain of 291 per cent. Manufacturers' sales branches (with stocks) increased from 206 to 260, a gain of 421 per cent and manufacturers' sales branches (without stocks) jumped from 71 to 164 to record a phenomenal increase of 776 per cent.

Government census figures are not available on Dallas wholesale expansion since 1948, but a number of other indexes and guides are available which provide a rather accurate picture of development. The Dallas office of the Texas Employment Commission records show that in the period from January, 1948, to April, 1953, the Dallas area gained 622 wholesale establishments of all types and the industry as a whole has increased its employment by 4,650 workers to a level of 19,000.

Reliable current estimates of total wholesale sales indicate a minimum increase of about 32.5 per cent since 1948. Conservatively estimating that sales have grown in proportion to employment, and allowing for higher prices, we can assume a current wholesale sales volume of at least \$3,000,000,000 a year for Dallas. This does not take into account the high degree of mechanization in Dallas distribution and the relatively small number of employees required to move large volumes of merchandise.

During the years 1951 and 1952 Dallas' multibillion wholesale trade industry added 247 new establishments. This included 47 merchant wholesalers in 1951 and 64 in 1952. It includes 33 manufacturers' sales branches and offices (with and without stocks) in 1951 and 56 in 1952. The entry of 60 new wholesale establishments in Dallas during the first five months of 1953 represents a pace well above the 1951-52 rate.

Impressive as these figures are, they do not adequately tell Dallas' dynamic development as a distribution center. Only in terms of individual additions can this be visualized. The \$1,000,000 parts depot of Ford and International; the new B. F. Goodrich distribution facility in the Trinity Industrial District; and a major Chevrolet parts depot under construction, highlight this expansion. Old firms, long in Dallas, are expanding their facilities. New firms are coming in.

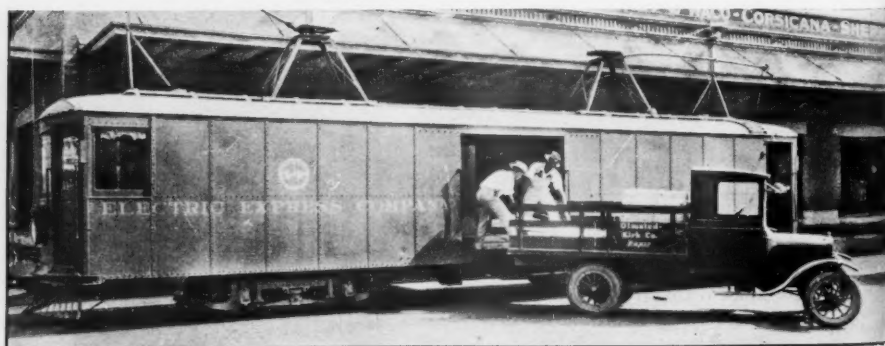
The J. I. Case Company, which made its initial Dallas investment in 1899, is now building a \$750,000 plant on Hines Boulevard. The Hall Wholesale Company, which has been operating in Dallas since 1914, has taken over the old J. I. Case building with 62,000 feet of space. The Clampitt Paper Company, a relatively new firm, has just moved into a 45,000-square-foot, air-conditioned building.

Union Wire Rope, Nicholas and Parks Machinery Company, Communications Engineering Company, Southwest Equipment Company, Texmen, Inc., National Silver Company, General Cable Corporation, Motorola Communications and Electronics, Inc., and General Tire and Rubber Company, represent just a few of the national and regional distributors who have recently expanded their Dallas facilities. The complete list represents firms

**SPECIAL EQUIPMENT** for handling every type of packaged goods is used in Dallas. This equipment is in the Dallas Transfer and Terminal Company's warehouse.



**THIRTY YEARS AGO**, the Olmsted-Kirk Paper Company loaded its paper from interurban trains into Model A Ford trucks.



## The Dallas Market

### Primary

Texas	New Mexico
Oklahoma	Mississippi
Louisiana	Tennessee
Arkansas	

### Secondary

Kansas	Colorado
Alabama	Missouri
Arizona	

from all parts of the nation and almost every conceivable type of product.

The strategic location of Dallas in the Southwest and the phenomenal post-war growth of the southwestern market itself serves as the firm foundation for this development. *Sales Management* now rates the Dallas Southwest as a \$23,000,000,000 market and estimates an increase of \$2,250,000,000 in effective buying income for this market during the past year. As the transportation center of the Southwest, Dallas offers easy access to the 19,000,000 people in this area.

It is a long accepted fact that Dallas serves Texas, Oklahoma, Louisiana, Arkansas, New Mexico, Mississippi and Tennessee, but it is also becoming evident that Dallas is growing in strength in its secondary market, which includes Kansas, Alabama, Arizona, Colorado and Missouri.

A recent survey by the industrial department of the Dallas Chamber of Commerce involving 227 typical firms, including sales offices, manufacturing plants and distributors, and representing a typical product cross-section, definitely confirms the Dallas primary market and strongly indicates growing strength in the second-



**DISPLAY ROOMS** of most nationally-famous name lines are maintained in Dallas. Lone Star Wholesalers, Inc., a leading appliance distributor in the Dallas market, carries the Bendix line shown above.

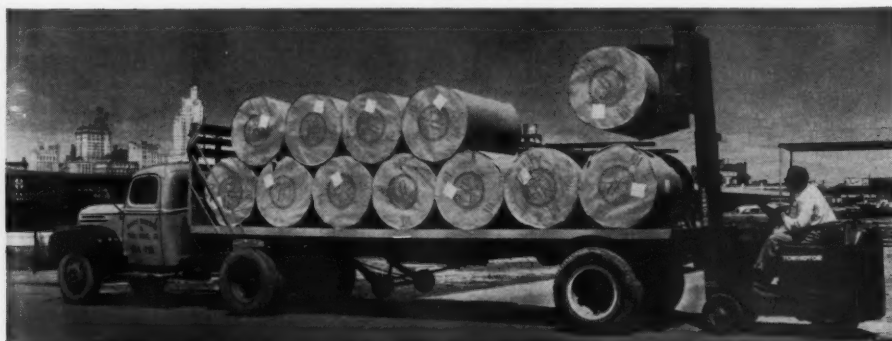
## Type of Wholesale Operation

	No. of Establishments		Sales in 000's of Dollars		% Incr.
	1939	1948	1939	1948	
Merchant Wholesalers . . . . .	515	909	\$214,946	\$840,801	291
Manufacturers' Sales Branches (with stocks) . . . . .	206	260	105,537	550,245	421
Manufacturers' Sales Branches (without stocks) . . . . .	71	164	50,649	443,601	776
Agents and Brokers . . . . .	222	387	91,801	347,942	279
Petroleum Bulk Stations, Terminals . . . . .	25	27	7,408	25,732	248
Assemblers (mainly farm products) . . . . .	4	48	5,113	30,128	490
Total . . . . .	1,043	1,795	\$475,454	\$2,238,449	371

ary market. The results of this survey indicate that in many lines, Kansas, Arizona and Colorado are fast becoming a part of the Dallas primary market.

**PICK-UPS** and store-door deliveries are still a vital part of the modern distribution picture. The Texas Express Company uses an entire fleet of trucks.

**TODAY**, Olmsted-Kirk's paper is handled mechanically by trucks operated by the Dallas Transfer and Terminal Company.

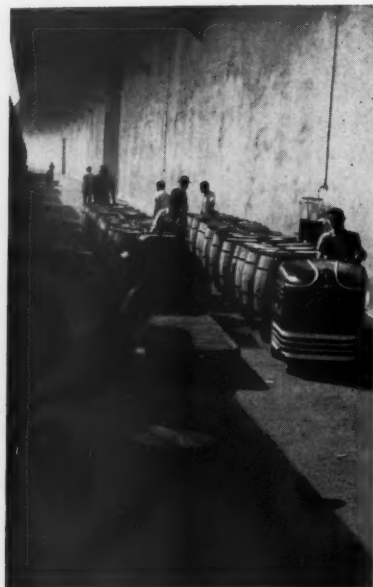


DALLAS • JUNE, 1953





**THE WORLD'S LARGEST** public cold storage plant, Alford Refrigerated Warehouses, puts Dallas on a competitive basis with distribution centers like Kansas City and Chicago.



**UNIQUE** equipment and communications systems economize and speed up operations at Alford's.

## World's Largest Plant Is East-West Terminal

**T**HE prediction that someday Dallas would become one of the most important distribution centers in the nation formed the basis for Fred F. Alford's decision to spend around \$6,000,000 and build the world's largest public cold storage plant here.

Good climate, geographic location and the government desire for industry to decentralize were other primary factors in the choice of Dallas.

Freezer space at the Alford Refrigerated Warehouses is greater than that of all other cold storage plants in Texas

combined. The plant contains 15,000,000 cubic feet of space, 8,500,000 under refrigeration and 6,500,000 without refrigeration but with controlled temperatures. The Broom Street Plant, where the business was launched in 1936, has more than 1,000,000 cubic feet of refrigerated area.

Mr. Alford emphasizes when he started the plant he wasn't thinking of a local operation.

"For its own needs, Dallas had plenty of warehouses, but the nation as a whole was short of public cold storage space. Many of the existing plants were out-

dated and inefficient," he said.

"By building a plant the size of ours, Dallas could compete more effectively with cities like Chicago and Kansas City in the transcontinental distribution picture."

Other mid-western cities frequently have weather so inclement that freight shipments cannot enter or leave the yards. Too, rail yards are congested, which causes delays and errors.

Dallas payroll and population increases in the last five years have opened a wealthy new market for food growers and processors. For suppliers to do business in this Dallas Southwest market, they had to store merchandise in large volume.

The Alford plant solved their problems. Dozens of east and west coast customers ship frozen foods by the carloads to Alford Refrigerated Warehouses for later distribution all over the country. Some such firms don't even have offices

(Continued on Page 60)

**FRED F. ALFORD**, left, takes constant personal interest in his company.



**STORAGE-IN-TRANSIT** rates with railroads give coast-to-coast shippers an opportunity to serve many national points out of one warehouse. Some shippers funnel all their products to a central point.







**MAKING POSSIBLE** a new toll road between Dallas and Fort Worth, Governor Allan Shivers, seated, signs a bill endorsed by the Dallas Chamber of Commerce. Left to right, the Chamber delegates are John D. McCall, Granville Moore, Marvin Love, Senator George Parkhouse, and Clarence Kloppe.

## Governor Signs Toll Road Bill

**G**OVERNOR Allan Shivers dramatically climaxed the work of the Central Highway Committee of the Dallas Chamber of Commerce when he signed the Texas Turnpike bill as the Texas Legislature adjourned.

Members of the Chamber's committee who had worked for the highway legislation Dallas needed were in Governor Shivers' office when he signed the new law.

The bill creates the Texas Turnpike Authority, making possible Texas' first toll road between Dallas and Fort Worth. Not one cent of taxpayers' money will be spent on the highway.

The governor will probably appoint the board of directors for the Texas Turnpike Authority on August 26 or shortly thereafter.

Another important highway event recently was the annual spring tour of the Big Bend Trail Association. The tour was headed by Marvin Love, Association president and chairman of the Dallas Chamber of Commerce central highway committee. Curtis Hancock handled public relations on the tour.

A chartered bus left Dallas May 2. The route included overnight stops in San An-

gelo, Alpine, Big Bend National Park, Marfa and Fort Stockton.

Near Ozona, the group was met by the Ozona Lions Club at a colorful site overlooking a bluff from which Kit Carson is said to have made a perilous descent in a stagecoach to bypass a band of Apache Indians.

An entire afternoon was spent exploring the park.

The next day the tour crossed the Rio Grande at Presidio into Ojinaga, Mexico, to participate in Mexico's Cinco de Mayo fiesta. Mexican hosts met the group.

The tour returned to Dallas the following day.

**BEGINNING TOUR** of Big Bend National Park, members of the Chamber's Highway Committee board their bus. Left to right are Marvin Love, Jake Tipps, Curtis Hancock, W. W. Wilson, and Tom Huffman.



*Leading the Way  
to Tomorrow*

**\$ 50,000,000**

**CAPITAL AND SURPLUS  
MAKES BANKING  
HISTORY!**

On May 1, our increase of capital and surplus to \$50,000,000 became effective. This, together with Undivided Profits of \$5,400,000 and a Contingency Reserve of \$5,000,000, makes the Republic total capital funds over \$60,000,000 — a new all-time high in Southwestern banking, and twenty-third among all the banks of the nation.

Tomorrow will find Republic as it is today — a tower of strength — a challenge to the future.

To our stockholders and friends who over subscribed all the new stock in advance of issue, and to the many others who wanted to join them, we express deep appreciation for their confidence and desire to participate in the progress of this bank.

*Wm. F. Flourney*  
PRESIDENT

**REPUBLIC NATIONAL BANK  
OF DALLAS**

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

# 45 Firms Join Chamber During Month of June

**F**ORTY-FIVE new members of the Dallas Chamber of Commerce were elected this month by the Chamber's Board of Directors.

Barney Shields, chairman of the Chamber's membership committee, said that the progress of the regular Lasso Club activities, operating on a year 'round basis, augmented by special drives during the year, are placing Chamber membership on a wide, broad basis.

"It is just as vital for the Chamber to have members from all businesses and professions as it is for the Chamber to have a large numerical membership," Mr. Shields said.

A special streamlined membership drive with 250 volunteer workers was planned for the end of June. Results of this campaign will be reported in the July issue of DALLAS.

Andrew W. DeShong, manager of the Chamber's aviation department, addressed the regular meeting of the Lasso Club this month. He outlined the work of his department, emphasizing the Chamber's role in developing Dallas as the air gateway of the Southwest. The need for continued improvements at Love Field was pointed out.

Speaking of the need for air connections with cities throughout the five-state Dallas Southwest, Mr. DeShong said, "Dallas needs new or improved service with 39 communities between now and 1955. By 1960, Dallas needs new or further improved service with 55 communities."

The following is a list of new members of the Chamber, with their addresses and the names of their Chamber representatives:

**Girardian Insurance Company**, 1307 Pacific; Chas. W. Windham, president, Jas. H. Blundell, J. B. Tucker, S. J. Gilbert.

**Davisson, Inc.**, 4153 Clover Lane; Anna Lee Davisson, president.

**Aldi Blouse Division of Davisson, Inc.**, 4153 Clover Lane; John Balas, manager.

**McMillen Auto Parts**, 1636 Forest; F. A. McMillen, owner; retail auto parts.

**Trophies, Inc.**, 2819 Live Oak; Bruce P. Robbins, president; retail trophies.

**O. F. Richardson**, manager of Minnesota Mining Company, 1221 Dragon.

**Keith Reed & Company, Inc.**, 628 Fidelity Union Life Building; Keith B. Reed, president.

**J. S. Michael**, Continental Building; oil operator.

**Jack Robinson**, general insurance agent, 1909 Abrams; Jack Robinson, president.

**Mayfair Department Store**, 1414 Elm; Marvin Kalnit, manager; retail ready-to-wear.

**St. Mark's School of Texas**, 10600 Preston Road; Robert H. Iglehart, head master.

**Capital Laundry & Cleaners**, 1518 Greenville; S. G. Martin, owner.

**The Southern Company**, 3303 Commerce; J. P. Smyer, owner; air conditioning.

**A. Meyer**, owner Cliff Food Stores, 300 East Jefferson.

**Sam Cherkasky**, owner East Pike Liquors, 3618 Samuell.

**North American Airlines Agency**, 1416 Commerce; George Poulos, manager, Kathleen Norwood.

**Blue Ribbon Laundry, Inc.**, 3824 Cedar Springs; Wesley Gilliland, president.

**Wilson's Gulf Service**, 1619 Forest; Joe L. Wilson, owner.

**Tension Envelope Corporation**, 1103 Southland Life Annex; Joseph L. Sanger, manager.

**The McBee Company**, 3200 Maple; W. G. Britt, manager, business systems.

**Lee Tire & Rubber Company**, 1809 Industrial; Ed Sims, manager.

**The Massey Harris Company, Inc.**, P. O. Box 7083; B. P. Saxton, J. J. Raser, J. A. Smith.

**A. W. Cherry**, Mercantile Bank Building; A. W. Cherry, owner; independent oil operator.

**Bill Utley Autos**, 625 North Beckley; W. B. Utley, owner.

**Herbert P. Grenda**, public relations director of General Motors Corporation, 820 North Harwood.

**Lawrence, Kemp & Woodward**, 3409 Oak Lawn; public relations firm.

**Western Auto Supply No. 4**, 5402 East Grand; R. L. Prescott, Jr., manager; retail auto parts.

**Insuror's Corporation**, 1315 Pacific; Kenneth Murchison, president.

**Home Maintenance Company**, 2241 Irving Blvd.; Martin E. Ryan, manager.

**J & J Program Sales**, 627 Commercial Building; Jack Gwyn, John Hicks; radio and television program sales.

**Forschmidt Celery Company**, 2115 Taylor; Henry Forschmidt, owner; broker.

**American Hospital Supply Corporation**, 2500 Commerce; Edward W. Bangs, manager.

**J. C. Penney Company, Inc.**, 5310 Inwood Plaza; Leonard E. James, manager, Bill Love.

**Burgess-Manning Company**, 1203 Dragon; Ralph L. Leadbetter, manager, S. G. Paddock, R. H. Campbell; industrial mufflers.

**Erben Realty Company**, 1207 Texas Bank Building; Ernest Alexander, Ben F. Tisinger, John B. Stigall.

**C. R. Sargent**, president Grand Prairie Savings & Loan Association, Grand Prairie, Texas.

**Irving State Bank**, P. O. Box 337, Irving, Texas; John J. Brandenbrug, president, R. N. Pittman, Sidney E. Selby.

**Davis Manufacturing Company**, 3711 Parry; Van Kinard, partner; clothing manufacturing.

**Graham Steel Structures**, 4147 Commerce; Ray D. Stanton, president.

**Oslin Nation Company**, 155 Pittsburg; Oslin Nation, owner; manufacturers agent.

**Elizabeth Nesbit's Beauty Salon**, 802 Interurban Building; Elizabeth Nesbit, owner.

**Dee & Hattie Company**, 804 South Beacon; Dee Haney, Hattie Haney, Lionel Gilley; specialty cleaning.

**Joe Belden & Associates**, 351 West Jefferson; Joe Belden, owner; marketing research.

**Robert D. White**, 3409 Oak Lawn; architect.

**Cipango Club**, 3418 Gillespie; John Erhard, manager.





**DALLAS NEWSPAPERS** joined with the Dallas Chamber of Commerce in honoring members of the Aviation Writers Association at their annual meeting held in the Dallas area. Above, John W. Runyon, left, president of the Daily Times Herald, and E. M. (Ted) Dealey, right, president of the Dallas Morning News, confer with Stanley Marcus, chairman of the Chamber's aviation committee.

## Luncheon Honors Aviation Writers

**T**WO HUNDRED aviation writers from over the nation met in convention in the Dallas area last month. A major event during their stay was a luncheon at Brook Hollow Country Club given by the *Dallas Morning News* and the *Daily Times Herald* in cooperation with the Dallas Chamber of Commerce.

The luncheon featured a forum on airport planning.

Stanley Marcus, chairman of the Dallas Chamber's aviation committee, and James C. Buckley, New York aviation consultant retained by the Chamber, told Aviation Writers Association members about future plans for Love Field.

Then Mr. Buckley, Joseph D. Blatt, assistant administrator of the Civil Aeronautics Authority, and Fred Glass, director of the Port of New York Authority's aviation department, discussed airport planning in general.

A special booklet, "One Community's Approach to Aviation Development," giving a case history of Dallas' aviation program, was distributed at the luncheon. It

told how Dallas businessmen are using business methods to solve their air needs.

The first day A.W.A. members arrived in Dallas, they toured Chance Vought Aircraft and Temco Aircraft Corporation plants, lunched at Dallas Naval Air Station, saw an air show there, and heard

talks by experts on flight theory and aerial crop dusting.

Flying in the air show were a Dallas-made Chance Vought jet F7U-3 Cutlass, crop dusting aircraft and a loaded Navy Douglas AD attack bomber.

That night, domestic airlines, Chance Vought, Temco, Magnolia Petroleum Company, Dallas Airmotive Company and other firms sponsored a "cowboy stomp" at the Hotel Adolphus. General Electric Corporation and Piper Aircraft Corporation donated 10-gallon hats and blue jeans for the occasion.

The next day the writers were given breakfast in bed by Southwest Airmotive, and toured Love Field and the firm's plant there.

The annual banquet followed in the Adolphus. The speaker was General Nathan F. Twining, newly designated Air Force chief of staff.

It was the first peace-time convention of the nation's aviation writers in this area. They chose the Dallas section because of its increased importance in aviation.

**JAMES C. BUCKLEY**



## Dallas Celery Concern Wins National Coverage

The story of the Forschmidt Celery Company of Dallas has been told across the nation in a recent issue of *Pre-Pack-Age*, national magazine.

The article points out how Henry Forschmidt, owner of the four-year-old company, has put "the 'sell' in celery" to build up the company's annual sales volume to \$500,000.

Although ninety percent of Mr. Forschmidt's prepackaged produce business is made up of celery, he also handles blueberries, crate beans, pepper, cucumbers, carrots and cauliflower in season.

Celery is packed every week of the year at the Dallas concern, regardless of market or weather conditions, according to Mr. Forschmidt. Supplies of the vegetable come from Florida, California, Utah and Michigan.

★

## New Dallas Firm Offers Complete Award Service

Trophies, Inc., a new Texas corporation and the only company of its kind in the Southwest, has opened at 2819 Live Oak Street in Dallas.

The company stocks plaques, trophies, ribbons, pins and other types of awards.

"Our service was designed to save customers the time and trouble of ordering trophies from catalogues," Bruce Robbins, president, said.

Mr. Robbins has been with Southwest Trophy and Award Company of San Diego, California, for the last seven years.

Vice president of Trophies, Inc., is Joseph D. Weikel, former executive manager of the San Diego Junior Chamber of Commerce.

★

**Oldsmobile Agency Opens.** Modern Olds, Inc., Dallas, third authorized Oldsmobile dealership—has opened in temporary quarters at 606 East Tenth Street between Lancaster and Marsalis. Numerous business and civic leaders joined H. C. Gepp, Oldsmobile Dallas Zone manager, in opening ceremonies. C. A. Minor, Jr., is president of the new firm. Huber Boedeker is vice president. Mr. Minor has had long experience in the Dallas auto business. Mr. Boedeker, member of a prominent Oak Cliff family of merchants is former president of the Oak Cliff Chamber of Commerce.



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Dallas



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# TOP FLIGHT VISITOR

BY HORACE AINSWORTH  
EDITOR OF "DALLAS"

Dallas' top flight visitors this month came from the transportation industry. Two vice presidents of the Santa Fe Railway from Chicago came to Dallas to announce their intention of building 46.7 miles of new track to give Dallas a new direct rail route to the East. G. E. Duffy, senior vice president in charge of traffic, and C. R. Tucker, operating vice president, made the announcement for F. G. Gurley, president of the line.

Commented Chamber President Ben H. Wooten: "The Santa Fe announcement is more evidence of what is happening in Dallas today. At present, practically every major airline has applications pending before the C.A.B. for additional routes to Dallas. One major bus line has just inaugurated new through bus service between Dallas and other major cities. Before the end of the month, another bus line will announce new service between Dallas and the West Coast.

"Santa Fe's announcement of new service climaxes many years of work by the Dallas Chamber of Commerce to gain a new rail route from Dallas to the East," he said. "Besides many surveys and research reports prepared by the Chamber expressly for Santa Fe, the Chamber has kept Dallas constantly before Santa Fe's top executives."

Early one morning this month, 80 passengers stepped off a Douglas Skymaster at Love Field. Newspaper photographers, television cameramen, radio and newspaper reporters and a flock of civic leaders rushed out to meet them.

Why?

It was an inaugural flight of a second east-west airline service through Dallas' Love Field.

North American Airlines now offers flights connecting Dallas with New York and Washington, and Los Angeles and San Francisco.

Another Dallas visitor, H. M. Horner, predicted that the next 8 to 10 years will be the critical period in commercial jet aviation. Mr. Horner is president of United Aircraft Corporation.

Opening this month at the Dallas Museum of Fine Arts is the first Dallas national print exhibition. After the exhibit closes August 2, it will tour the nation for a year.

Norman Cousins, editor of the *Saturday Review of Literature*, was in Dallas to open a series of talks on international affairs. He was introduced by E. L. DeGolyer.

The president of the American Savings and Loan Institute, John H. Dempster of Philadelphia, came to Dallas to address executives who are members of the Dallas chapter.

Another organization president, Nick Jorgensen of Seattle, gave Dallas speakers advice on how to make a talk. The president of Toastmasters International, which has 40,000 members, proposed this motto for public speakers: "Stand up. Speak up. Shut up."

The Southland's Maid of Cotton for 1953, Miss Alice Corr, stopped in Dallas before taking off on a month-long goodwill tour of Central and South America. She is a student at the University of Alabama.

This month's royal visitor was a tall Persian prince with a crew haircut. Prince Mahmoud Reza Pahlevi, brother of Iran's king, visited with some Dallas oilmen while in Dallas.

Joan Bennett and Debbie Reynolds, known up till now for their movie appearances, are currently in the State Fair Musical "Best Foot Forward." Bob Shaver is playing the romantic lead.

Another big show for Dallas will be the Fourth of July festival being planned by the State Fair. The Cotton Bowl shows at 8 p.m., Friday, July 3, and Saturday, July 4, will have an old-fashioned theme this year.

## Chamber Ad Stresses Regional Market Area

The regional market characteristics of the Dallas Southwest are stressed in an ad of the Dallas Chamber of Commerce appearing in the 1953 buying power issue of *Sales Management*.

The ad, shown on the opposite page, continues the efforts of the Chamber to build distribution by publicizing the Dallas market.

## Ford Calls New Sign "Southwest's" Largest

The roof of the Sexton Building at Elm and Houston Streets is now the site of what Ford Motor Company calls the largest animated neon sign in the Southwest.

The sign was erected this month by the Dallas district Ford dealer advertising group. It is 33 feet high, 62 feet wide and spells out "Ford" in 18-foot block letters. The phrases "Built in Texas" and "Built for Texans" — referring to cars and trucks produced at the Ford Division's Dallas assembly plant — light up for about five seconds.

Three speedotrons, similar to huge flash bulbs, give off brief bursts of light totaling 6,000,000 candlepower.

It is estimated the sign is seen daily by 160,000 persons in downtown Dallas.

Built by Uhler and Company of Dallas, the sign contains 2,582 feet of neon tubing, two and one half miles of cable and is powered by 65 transformers. Current necessary to operate the board is estimated at more than an average city block would use in a day.

Ford has been in Dallas 44 of its 50 years.

As early as 1909 Ford recognized the value of the Dallas market, company officials state. The company established its first retail operation in Dallas that year — a sales, service and parts outlet. The first automobiles were assembled in Dallas in 1913.

Today the Dallas assembly plant at 5200 Grand Avenue is considered one of Ford's most important manufacturing operations.

The plant employs 2,650 at an annual payroll of about \$12,000,000.

Other company installations in Dallas include a new Ford Division parts depot at 521 North Industrial Boulevard and Ford and Lincoln-Mercury district sales offices, housed in the depot.

Thus, Ford presently employs more than 2,800 persons in Dallas with an overall yearly payroll of almost \$13,000,000.



**DYNAMIC GROWTH** is not just a fancy phrase...it's a concrete description of what is happening in Dallas, the hub of the 23-billion-dollar Southwestern Marketing Empire. In one year the effective buying income of this market has increased  $2\frac{1}{4}$  billion dollars, its retail sales  $2\frac{1}{2}$  billion, and its population almost one half million.

For Dallas, as the transportation center of the Southwest, not only offers easy access to all of the 19,000,000 people in its area, it also offers within its own metropolitan zone a rich market of 689,600 people...with a buying power of \$1,295,000,000. Add to this an excellent labor supply, more than adequate power, and an outstanding cultural and educational achievement record and you'll know why more and

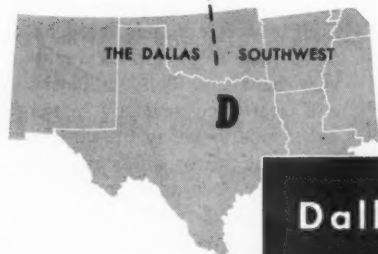
# Dallas

## **$2\frac{1}{4}$ BILLION INCOME INCREASE IN ONE YEAR**

more of the nation's top businessmen are selecting Dallas as the strategic place in which to locate.

The more you study the facts and figures on Dallas the more convinced you will become that Dallas offers the greatest opportunity for your business. For Dallas means BUSINESS... *Good Business for you.*

Send for factual map...an especially prepared  $37\frac{3}{4}$ " x 25" map of Dallas Southwest showing the population and retail business volume for each county and locating all towns from 1,000 population up. For your free copy write: Industrial Department, Dallas Chamber of Commerce, 1101 Commerce St., Dallas, Texas.



**Dallas Chamber of Commerce**  
DALLAS, TEXAS



NEARLY 5,000 fashion buyers from 22 states previewed next fall's styles in Dallas.



THE EARTH'S BEAUTY was the theme of the two breakfast clinics at the Baker Hotel.



FOLLOWING the clinics, some 500 salesmen displayed 1,200 fashion lines for buyers.

## 'Earth's Beauty' Keynotes Breakfast Fashion Clinic

By Dana Ware

FASHION is coming down to earth for next season's big promotion.

So advised were almost 5,000 retail store buyers from 22 states, Australia, Austria, Canada, Cuba and Mexico. The buyers — in town for one of Dallas' most spectacular shows, the quarterly fashion market — were attending the American Fashion Association's breakfast clinic held in the Crystal Ballroom of the Baker Hotel.

The fashion clinics, held on two mornings for overflow crowds, were the forty-fifth and forty-sixth such presentations of advance style trends sponsored by the association and one of the largest events scheduled during market week for the visiting buyers. The association is the market division of the Dallas Chamber of Commerce.

Mrs. Evelyn Lambert, commentator of the fashion show, highlighted seven promotion trends along the chosen theme, "The Earth's Beauty."

"From the earth comes color" was the first trend exemplified on the runway, with brown — from the rich, fertile earth

hues to the somber, frost-nipped tones — the number one color. Other colors featured were the reds-into-purples, new subdued blues and basic greys.

Fabric news comes from the earth, too, with cotton coming into its own in 1953 fall and winter fashions. In woolen weaves and autumn colors, teamed with jerseys, flannels, worsteds and velvets, cotton carries new fashion significance, new promotion potentiality, Mrs. Lambert said.

Whimsical as fashion ideas may be, fashion prices should be "down to earth," according to the clinic. Buyers were advised that maintaining prices on a down-to-earth level in a consistent hard-hitting campaign wins community recognition for a specific price range and thus establishes customer confidence. It forestalls both markdowns and attempts to undersell competition and builds not "on quicksand but upon the good earth which produces growth and stability," it was pointed out.

From the earth grows the slender line — the fall silhouette and the fourth

A.F.A. trend. What the association calls the "mum line" with top interest stemming from skirts slim as reeds will be the big autumn news.

The show's millinery group displayed the fifth fashion trend as "feet on the earth, hat in the clouds." Prominent in this fall's hat collections will be hats in vibrant colors and elegant fabrics, including cloud-inspired fleecy fabrics.

The trend toward self-service and self-selection, labeled an "earth shaking trend," was illustrated by a self-service boutique at one end of the runway. The boutique, an American adaptation of the little French accessory shop, need be nothing more than a glamorized vanity dresser with handbags, belts, millinery, gloves and scarfs conveniently arranged on either side, enabling the customer to sit before the mirror and comfortably accessorize her basic dress or suit, Mrs. Lambert explained.

Fashions for conquering new worlds — fashions for school and careers — took

(Continued on Page 59)







# In DALLAS It's... INTERSTATE-TRINITY WAREHOUSE CO.

SERVING THE NATION WITH THE FINEST MERCHANDISE  
AND HOUSEHOLD GOODS FACILITIES IN THE ENTIRE  
SOUTHWEST!



WAREHOUSING

DISTRIBUTING

POOL CAR  
SERVICE

OFFICE  
SPACE

CARTAGE  
SERVICE

There is *much* more to Warehousing and Distribution, than a large modern building—

## THE HUMAN ELEMENT!

Here at Interstate-Trinity Warehouse, all of our people take a genuine personal interest in furnishing the best possible service, in the day-to-day handling of each shipment, no matter how big or how small.

301 NORTH MARKET ST.

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R. E. ABERNATHY, JR., Vice-President

DALLAS, TEXAS



NATIONWIDE MOVING

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AMERICAN WAREHOUSEMAN'S ASSOCIATION

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Our Facilities are Your Opportunity • Our Integrity is Your Security

# Dallas Jaycees Acquire New Offices, New Officers

**N**EXT month the Dallas Junior Chamber of Commerce, the second oldest Jaycee organization in the country, begins another busy 12 months with newly redecorated and enlarged offices, as well as a new roster of officers and directors.

Assuming office on July 1 will be Ed Drake, president, George Wilhite, Tom Dye, and Frank Phillips, vice presidents; George Karnes, secretary; Frank Everts, treasurer, and Carol Neaves, state director.

Each of the vice presidents will be in charge of one of the three divisions of Jaycee service, internal affairs, external affairs, and civic affairs. Mr. Neaves, as state director, will coordinate the efforts of the Dallas chapter with the state organization and other clubs within Texas.

In addition to the seven new executive members, the recently elected board of directors includes Roger Reynolds, past president; Steve Allen, regional vice president; Ernest Emerson, Fred Harless, Rufus McKnight, March Coover, Parker Wilson, Foster Dunaway, Keith Oliver, Buck Jones, Doug Jones, Zack Bettis, Al Ingels, and Jim Henderson.

The junior chamber's new offices were designed by Jaycee Ted Jones of Mark Lemmon, architects. Representing an \$8,000 improvement, the new quarters are three times larger than the former

office, which was also located on the fifth floor of the Chamber of Commerce building. Contractor of the job was Rosser L. Dannelly, another Jaycee.

The redecorating was prompted by a small profit made on the national Jaycee convention held in Dallas last year, according to President-elect Drake.

In the last twelve months, the Dallas Jaycees have participated in 148 civic projects and were sponsors and directors of most of these. Some of the more recent Jaycee activities have been the "Mile of Dimes" drive for helping underprivileged children; the "Soap for Korea" drive; the "Put Christ Back into Christmas" campaign; the "Get out the Vote" poll tax campaign; the State Fair key sales to promote Dallas Day at the Fair, and the "Speak for Democracy" speech contest for high school students.

Eight times in the last nine years the Dallas junior chamber has won the Giessenbier Award. The award is presented annually to the outstanding Jaycee organization in the state. For three of the last five years, the Dallas organization has won the Harold R. Marks award for the outstanding Jaycee club in the nation.

Most recent honors won by the Dallas Jaycees were the eight awards received at the national Jaycee convention held at Minneapolis this month. Dallas was named second most outstanding club in the nation in its population division; won second



**NEW PRESIDENT** Ed Drake points out the Clarence A. Howard Memorial trophy to Carol Neaves. The award was presented to the Dallas Jaycees in 1951 as the outstanding club in the nation in its population division.

place in state-wide project award competition; took first place in interclub relations, and won three additional second places and two third places in other divisions.

Soon to be announced is the local Jaycee of the Year award. Selected for active interest and participation in junior chamber projects, top Jaycees of past years are George Wilhite, 1949-1950; George Cook, 1950-1951, and Gene Partain, 1951-1952.

**NEW OFFICES** include a conference room where below, left to right, Jaycees Jim Sledge, Tom Dye, Charlie Steineger, Buck Jones, Dick Brooks, Parker Wilson and Horace Vail talk over current junior chamber activities.



**NEW BUSINESS** is discussed below by, left to right, George Wilhite, Tom Dye, Ed Drake and Frank Phillips. The Jaycee's most recent function was the Inaugural Banquet and Ball held June 27 in the Adolphus Hotel.

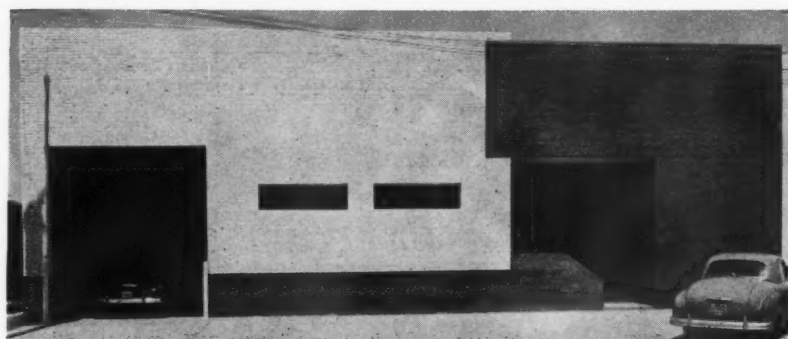






### Dallas Pest Control Branch Trebles Business

Business in the Dallas office of the nationally known Orkin Exterminating Company has tripled in the last two years. The Dallas branch at 4815 Ross Avenue opened in 1945 and now has 10 employees. Left to right, above, are Employees Sam Patterson, in truck, J. B. Kinnamon, and Stan Senn, office manager. The local branch serves businesses and homes in many new sections of growing Dallas. It also operates north to Denison on the Oklahoma line, east about 100 miles, south 200 miles and west 15 miles, exterminating rats, ants, roaches, moths, termites and other pests.



### Dicks-Pontius Opens New Plant

The Dicks-Pontius Company, one of the world's largest manufacturers of glazing compounds, caulking compounds and putties for home and industry, has opened a new plant at 908 Dragon Street in the Trinity Industrial District. Manager Charles E. Thomas says the plant is in full operation. The Dallas plant will permit the company to expedite service to hardware outlets and building and industry users in the Southwest. Dicks-Pontius headquarters are Dayton, Ohio. The modern Dallas plant has 12,000 square feet of floor space. Leasing arrangements were handled by Henry S. Miller Realty Company. F. J. Woerner was architect of the new structure.

**New Branch Announced.** Standard Duplicating Machines Corporation, with home offices in Everett, Massachusetts, has announced the opening of a factory branch in the Trinity Industrial District at 2041 Farrington Street. The 3,000-square-foot building is of white brick construction and has offices, warehouse facilities, and a print shop. It is air-conditioned and is equipped with truck docks and off-the-street parking areas.

**TV Station Wins Award.** KRLD-TV, The Times Herald station, has won an award from the National Board of Fire Underwriters for outstanding public service in fire prevention. The Dallas television station was nominated for the honor by City Fire Chief C. N. Penn, who said KRLD-TV had contributed much time and many facilities for programs teaching fire prevention and showing how the fire department works.



## Southern Pacific one of DALLAS' Partners in Distribution of Goods

Almost every city has at least one outstanding characteristic which has made that city great . . . With Dallas, it's been commerce, buying and selling, distribution of goods to all of Texas and a major portion of the great Southwest.

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From beans to rice to cotton, from trousers to shoes to blouses, from motors to batteries to generators . . . the railroads serving Dallas, in which Southern Pacific has had a major part, have played a mighty role the past 100 years in making Dallas a distribution capital.

The intelligent and efficient teamwork of the 16,238 Southern Pacific employees in Texas is pledged to continuation of this same service to help make great Dallas even greater.



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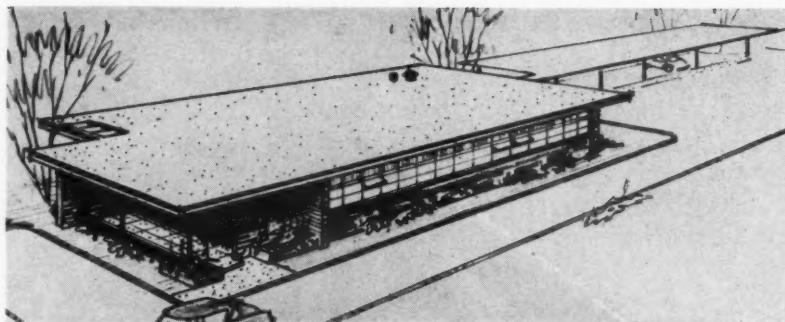
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### Office Building Off Expressway Nears Completion

August will be completion month for a 3,200-square-foot building on Yale Boulevard just east of Central Expressway for Clark-Cowden Production Company and Roy Guffey Drilling Company. The brick, aluminum and marble building will feature a flat roof that will extend three feet beyond the walls as protection against sun and rain. A. B. Swank Associates are architects. General contractor is Warren Clark. A private parking area is adjacent to the main building.

### Dallas-Based Insurance Firm Opens New Mexico Offices

The Home Life and Accident Insurance Company, with home offices at 9001 Denton Drive, has announced plans to open branch offices in Santa Fe and Las Cruces, New Mexico, this year.

Additional plans have been made to increase the capital stock of the company by \$100,000 with \$100,000 contributed to surplus, making additional resources of \$200,000.

With that increase, Home Life will be eligible for entry into all the states in the country as far as capital structure is concerned.

Applications will be made to enter the states of Florida and Georgia when the stock increase program is completed.

Home Life, with present offices in Dallas, Houston, San Antonio, and Albuquerque, is headed by Frank Cain, president, and Glynn E. Hall, executive vice president.

One of three companies in the Home Insurance Group, Home Life handles fire, automobile and physical damage insurance.

The company began its operations under the present management in November, 1951.

**Inwood Florist Moves.** The Inwood Village Florist Shop has moved to new, permanent quarters at 5401 Inwood Plaza. Owner Ferris M. Wiggins reports the new location has air conditioning and flower refrigeration, equipped with bacteria lights which give insurance against disease germs which might be carried into homes or hospitals.

### Touring Railroad Men Impressed by Dallas

Twenty-three traffic representatives for the Missouri-Kansas-Texas Railroad, on a recent tour of Southwestern states, reported that Dallas impressed them more than any other city they saw.

Nineteen of the men, from nine states, said after visiting 15 cities along the railroad's route that they were most impressed with Dallas.

The men spent one day of the 10-day tour in Dallas.

Purpose of the tour, which went through four states, was to acquaint the traffic men with the territory of the Southwest served by the M.K.T. railroad.

It was the fifth such education tour conducted by Katy's Traffic Department since the close of World War II.

**Accounting Firm Moves.** The accounting firm of Bloch & Livingston has moved to 633 Fidelity Union Life Building. Formerly in the Fidelity Building, offices were moved to acquire larger quarters in the new building, according to Irving H. Bloch and Richard R. Livingston.

**Equipment Firm Gets New Home.** Southwest Equipment Company has acquired new office and warehouse facilities at 2825 Story Lane, according to Lee Delf, manager of the irrigation equipment firm. Construction of the 6,000-square-foot main building was supervised by John Birge Constructing Company, Dallas. Roy Cox of Dallas designed the structure.

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### Rattan Furniture Shop Moves to New Quarters

Formerly located at 3101 Oak Lawn Avenue, the Rattan Furniture Shop has moved into new quarters in a specially constructed building at 1712 Cedar Springs, near Akard. With almost twice the floor space of the former shop, the modern building contains a large showroom to display the firm's merchandise and exclusive Rattan interiors. The shop

features rattan furniture manufactured in the Rattan Furniture Shop factory at 2620 Proctor. The rattan is imported from the Philippine Islands. Both the factory and the store in Dallas were established here in 1938 by Mr. and Mrs. Rudolph E. Hauck. Mr. and Mrs. Hauck also own a store in Houston.

Vice president in charge of service at Southwest Airmotive Company, WINSTON CASTLEBERRY has been named to the board of governors of the newly-formed Aircraft Service Association, Inc.

United Bankers Life Insurance Company has appointed E. G. ATKINSON, vice president and agency secretary, and JAMES W. WYNNE as director of group insurance sales.

Chance Vought Aircraft has announced the appointment of TOM SHINAFELT, formerly chief of the tooling and experimental department, as acting field service manager.



### When directors meet...

... at the Crown Construction Company they enjoy the quiet dignity and comfort of a room unmatched for beauty of furnishings and design ... a room decorated by Stewart Office Supply Company. Here, company policies are discussed and agreed upon across a beautiful walnut directors table with matching chairs upholstered in green leather. An illusion of greater depth is created with a panel of scenic wallpaper on the far wall.

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### Farmer-Stockman Moves to New Dallas Offices

The Texas edition of the Farmer-Stockman Magazine is now housed in this recently completed \$125,000 building at 4321 North Central Expressway. The 5,000-square-foot building, a modern structure of brick, stone, steel and glass, contains a reception room and offices for the editorial, circulation and advertising departments. Owned by the Oklahoma Publishing Company, Oklahoma City, the building was

constructed for the exclusive use of the Farmer-Stockman. The magazine made the expansion to provide a permanent home base in Texas, according to Texas Editor T. C. Richardson. With a total circulation of 220,836 Texas subscriber families, the Farmer-Stockman is the only farm magazine in the rural Southwest which is editorially divided into two editions, a Texas edition and an Oklahoma edition.

New assistant superintendent of production for British-American Oil Producing Company, with headquarters in Dallas, is RICHARD STEINHORST, JR., formerly associated with the Texas Company.

★

NATHAN A. BUTTON has been appointed district manager of the new Helena Rubinstein offices in Dallas' Irwin-Keasler Building, after holding the same position with the firm in Memphis, Tennessee.

DR. W. R. HEDEMAN, formerly chief of research and development for Bendix Radio (York Division), has been assigned project engineer in the missile design section at the Chance Vought Aircraft plant in Dallas. O. K. BELL has been named assistant project engineer.

★

DR. CECIL O. PATTERSON was elected president of the Texas Society of Gastroenterologists and Proctologists at a recent convention of the Texas Medical Association.

W. W. HURTT, formerly chief of preliminary design, has been appointed assistant chief engineer of design at Temco Aircraft Corporation of Dallas, according to an announcement by Temco President Robert McCulloch.

★

KENNETH E. KETZEL AND WILLIAM L. FAYLE were elected vice presidents of Best Motor Lines at a recent stockholders and directors meeting in Dallas. LEE L. LORD was appointed comptroller at the same meeting.



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### Talon Builds Dallas Warehouse

Construction of a new warehouse and sales office building for Talon, Inc., is now underway at the corner of Oak Lawn Avenue and Turtle Creek Boulevard in the Trinity Industrial District. The new building will have 13,000 square feet of floor space and will be shared jointly by Donahue Sales Corporation, distributors of Talon packaged zippers, and the sales office and warehouse of Talon, Inc., serving the cutting-up trade. The building will be occupied around October 1 under a long-term lease from Trammell Crow, owner. Architect is Jacob E. Anderson and the general contractor is the McFadden and Miller Construction Company. Henry S. Miller Company, realtors, handled the lease arrangements.

### Lone Star to Boost Natural Gas Delivery

A \$3,269,000 construction program to boost the delivery of gas into the Dallas-Fort Worth area from Jack and Wise Counties has been inaugurated by Lone Star Gas Company.

The company will have capacity to deliver 120,000,000 cubic feet of gas daily into the fast-growing Dallas-Fort Worth area when the program is completed next fall.

A field compressor station will be built near Jacksboro, a gasoline plant at Springtown and 73 miles of gathering and transmission pipelines laid, including facilities for gathering and marketing casinghead gas now being flared in Southeast Jack County.

Lone Star has plans to expand further its gas supply operations in the area as requirements demand and additional gas supplies become available, according to Lone Star Vice President Elmer F. Schmidt.

**Executive Personnel Studied.** Dallas members of the American Management Association have launched a survey of what representative companies in the Dallas area are doing to develop their executive leadership. Teams across the nation are interviewing more than 1,000 companies to uncover the philosophy, methods, organization and results of their executive development programs.

### Trucking Firms Provide Through Trailer Service

The Strickland Transportation Company, Inc., of Dallas and the Southeastern Motor Truck Lines, Inc., of Nashville, Tennessee, have combined their facilities to provide through trailer service between Dallas and Houston, and Atlanta, Georgia, and Nashville.

The new plan is considered a major step toward expediting the movement of freight between the Southwest and Southeast.

Strickland operates common carrier motor service in Texas, Oklahoma, Louisiana, Arkansas, Missouri and Tennessee with general offices in Dallas.

Southeastern operates in Georgia, Tennessee, Indiana, Kentucky and Ohio.

**Firm Buys Distributorships.** A new Dallas corporation has bought the Rubin Glass and Mirror Company distributorships in Dallas and Fort Worth. The new company is the Royal Glass and Mirror Company, of which Robert Gerry, Jr., is president; Richard B. (Dick) Davis, treasurer and co-manager, and Warren Smith, secretary and co-manager. Distributorships involved are Libby-Owens-Ford glass and Kawneer, store front aluminum. Dallas offices are at 1724 North Akard. Mrs. Davis and Smith are Dallas natives and graduates of Southern Methodist University and Texas A&M, respectively. Mr. Gerry has been in the Dallas real estate field.



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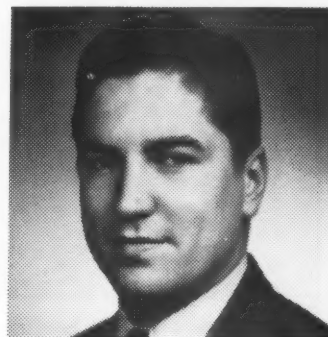
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Contractor of plumbing, heating, ventilating, power-plant erection, power-plant piping, air conditioning, water and sewerage systems, industrial and chemical plants — with thirty years of experience with a large Dallas mechanical contracting company from which he recently resigned as president to form this new company.



**CARL P. WALLACE**

A graduate mechanical engineer with varied experience in plumbing, heating, air conditioning, and process piping during the years he spent in high school and college. Since graduation as an engineer he has served as estimator, and supervisor, as well as engineer, for a large mechanical contracting firm.



**RALPH C. BAILEY**

Graduate and registered professional engineer; 34 years in design and construction of large mechanical engineering projects (power houses, paper mills, gasoline plants, sugar refineries, project manager multi-million dollar war-time projects), and air-conditioning, heating, industrial piping installations. Past eight years chief engineer large mechanical contractor.



**A. F. SHANNON**

Has State of Texas journeyman plumber's license; has held journeymen and master plumber license in Texas, Louisiana, New Mexico, and Oklahoma. Master member Masters and Journeymen Plumbers Examining Board, Dallas, 15 years. Has 42 years experience at mechanical trades; 33 years estimating, purchasing, and coordinating plumbing and heating projects.



**FRED G. BRAND**

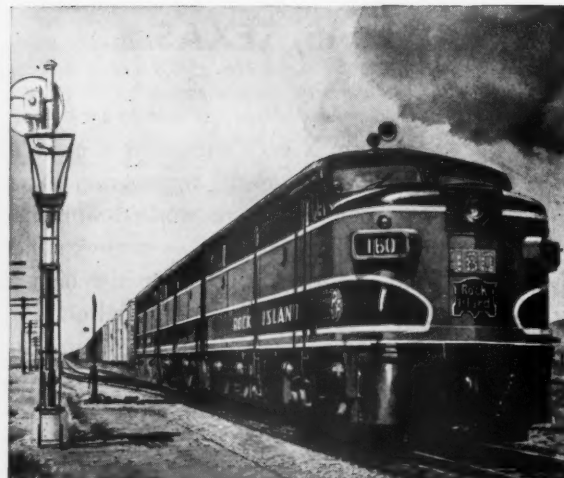
Graduate engineer, registered professional engineer, State of Missouri. Master plumber's license, Texas, Missouri, Illinois, Nebraska, Minnesota. With 21 years experience in piping industry during which time he served as engineer, estimator and superintendent of projects which include war installations, power plants, water and sewerage treatment plants, and industrial buildings.



## A New Chapter in Freight Hauling Has Been Written



For 101 years freight hauling has been Rock Island Lines' major job. That's a lot of years, a lot of freight hauling, a lot of experience...all of which has helped to give this railroad an enviable reputation.



Then—and it seems but yesterday—came the ROCKET FREIGHTS, and a new chapter in freight hauling was written. It is one of speed, power and dependability and is of interest to shippers everywhere.



Because of this speed, power and dependability more and more shippers are specifying "Rock Island" for shipments into or out of the 14 mid-continent states directly served by this railroad. Are you?



For complete information consult any Rock Island representative or

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## Merchandise Mart Plans Million-Dollar Addition

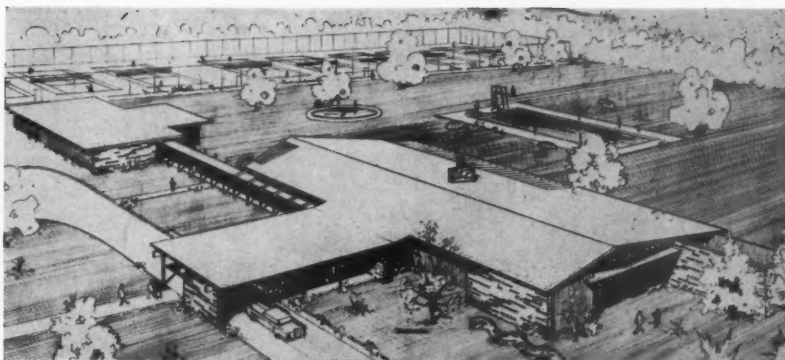
A million-dollar addition is being built on the Dallas Merchandise Mart at Ervay and Young Streets. Mart President J. B. Ragland says the 125,000-square-foot unitized addition is scheduled for completion about July 15.

The addition is being added two years ahead of schedule because of the demand for space, Ragland said. He said the addition will give the huge merchandising center a value of more than \$12,000,000.

The new part will conform architecturally to the existing building, with wide plate glass windows, Roman tile brick, asphalt tile floors, Philippine mahogany trim and all-weather air conditioning.

★

The appointment of DR. CHESTER E. COOK as assistant medical director of Southwestern Life Insurance Company has been announced by Southwestern President JAMES RALPH WOOD. Dr. Cook was formerly assistant chief of medical service at Fort Hood, with the rank of captain.



## Preston Hills Tennis Club Planned

Plans are now underway for the construction of the Preston Hills Tennis Club, Dallas' newest country club, on a ten-acre site on Preston Road four and a half miles off Northwest Highway. Preliminary plans call for building a clubhouse, locker rooms, professional shop, 12 or more tennis courts, a swimming pool, other recreational facilities and a paved parking area. According to Dr. R. Courtney Suttle, club president, the structures will cost around \$250,000. Plans have been completed by architect Joseph F. Gordon and his associate, Harry C. Hoover, Jr. Consulting architect is Charles S. Dilbeck. More than 100 Dallas residents are now listed on the new club's membership roster. The club is chartered as a non-profit organization and will be wholly-owned and operated by the membership, said Dr. Suttle.

NEWTON O. ROGERS of Dallas has been appointed sales engineer for Bendix radio mobile equipment in Texas and four other states.

ERNEST T. FOREE, Dallas native and grandson of the late District Judge Kenneth Foree, has opened a private law office at 611 Republic Bank Building.

## DALLAS



## HOME CITY Not Boom Town

Dallas is a city of homes. According to a recent Bureau of Census release, half of the homes in Dallas are owner-occupied.

And this in a city that has increased its population by nearly half within the past ten years.

Yet Dallas has none of the earmarks of a boom town. Our newcomers have a deep interest in their adopted community—because as homeowners, they have a stake in it.

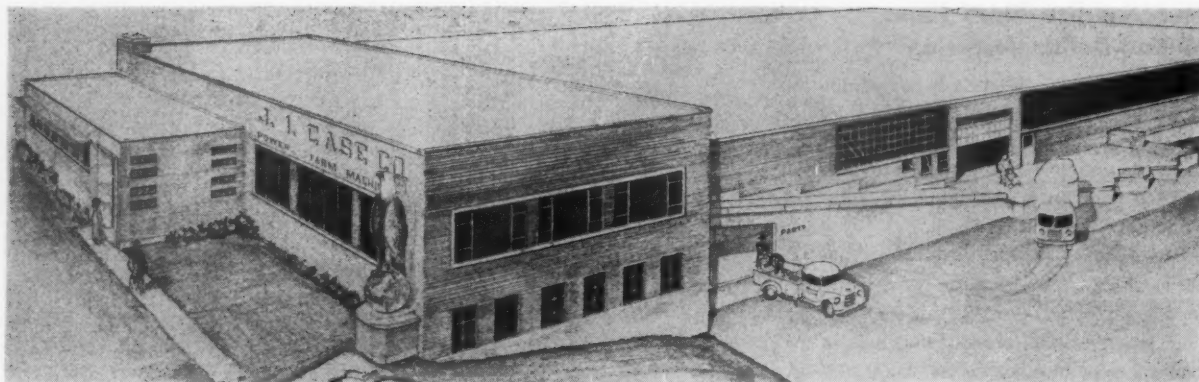
Dallas' homebuilders—men in every phase of the building industry—have made direct contributions to Dallas' stability by meeting challenging demands for residential construction. The demand continues as Dallas keeps building and growing. T. J. Bettes Company, one of the nation's largest mortgagees, works in close cooperation with Dallas' home construction industry, providing needed financial backing.

## T. J. BETTES COMPANY

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Residential and Commercial Real Estate Loans





### J. I. Case Building New Dallas Headquarters


Work is progressing on a new \$750,000 structure for J. I. Case Company's Dallas operations at Harry Hines Boulevard and Amelia Street. Located on a 27-acre tract, the new building has over-all dimensions of 343 feet by 242 feet. The largest section will be warehouse space, while a two-story

section will contain office space, display rooms, a cafeteria and other facilities. Completion is anticipated late this fall. Case's present three-story plant at 300 North Austin Street has been sold to Hall Wholesale Company. The new building will have a value of \$600,000 and will be located on a \$150,000 tract.

**Warehouse Building Leased.** Texmen, Inc., distributors of ovens, shower doors, garbage disposal units and prefabricated plywood kitchen cabinets and closets, recently leased a 9,000-square-foot building at 1319-21 Dragon Street for warehouse purposes.

**Piston Firm Opens Outlet.** Ohio Piston Company of Cleveland, manufacturers of more than 3,000 types of pistons, has opened a new distributor warehouse in Dallas. Known as Neal Greenfield Sales Company, the warehouse is located at 2916 Main Street.

**Appliance Store Opens.** Les G. Almon Appliances recently opened at 829 West Jefferson. The store, featuring home appliances of all types, plans to retain a refrigeration engineer this summer to consult with householders on home air conditioning plans.



# Pioneering

still goes on . . .

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For forty-two years Graham Brown has grown with this area and we are proud to be a part of the great Dallas Market.

## GRAHAM-BROWN SHOE CO.

DALLAS 2, TEXAS

### Lone Star Modernizes Four-Story Building

Lone Star Gas Company has completely modernized the four-story Robb Building at Jackson and Harwood, for the firm's purchasing, stores and archives departments.

The new offices comprise the fourth downtown building occupied by the company. All Lone Star Gas Company offices are in the vicinity of Harwood, Jackson and Wood Streets.

The company also recently opened a new service center for its Dallas distribution operations in the Oak Cliff area. The center is located on Madison Avenue.

★

### Nadja Buckley Opens Dallas Jewel Shop

The Nadja Buckley shop of precious jewels opened this month in the Adolphus Hotel. The shop is the first retail venture of Miss Buckley, designer and manufacturer of jewels, and will be the only outlet for her jewels in Texas.

Other distributors of Nadja Buckley jewels are George Jensen and Bonwit Teller of New York, Bullock's Wilshire of Los Angeles, and Garfinkel's of Washington.

The new shop has three walls of plate glass and custom-made cases of walnut-color wood, lined in white velvet. All fixtures are in white velvet, the carpet is white and draw drapes are of white French chiffon.

★

**Investment Firm Formed.** Binford-Dunlap, Inc., investment securities dealers, has been formed with offices at 845 Wilson Building. Joe B. Binford is president and treasurer of the firm. Vice president and secretary is Hugh Dunlap. Florence Schmucker is assistant secretary-treasurer. The firm will deal in all types of industrial securities, including mutual trust funds and municipal and industrial bonds.

★

**Publicity Firm Moves.** Business News, a publicity firm specializing in commercial and industrial accounts, has established permanent headquarters at 318 Cadiz Street. The firm, organized on March 1, 1953, formerly was located at 4922 Worth Street. Business News also announced the appointment of Betty M. Moss as a junior partner. A native of Odessa, she is a graduate of Southern Methodist University.

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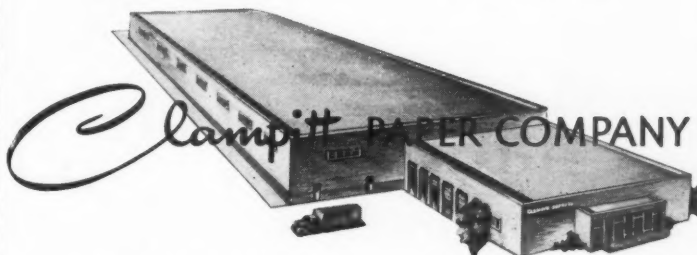
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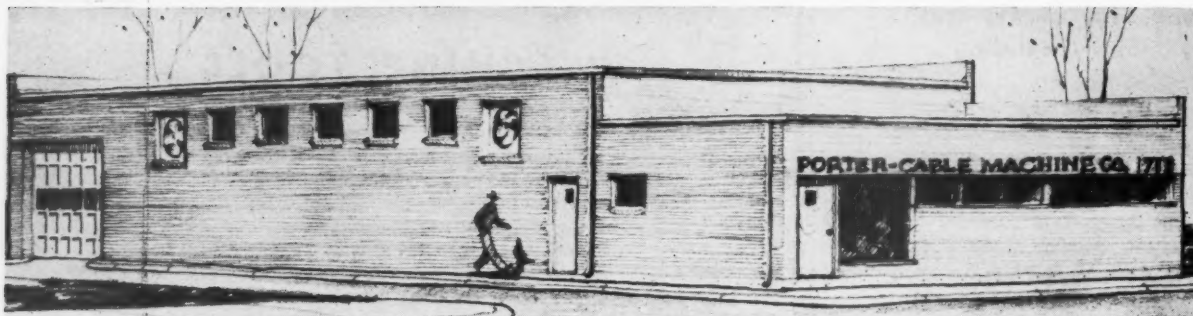
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### Porter-Cable Completes New Sales and Service Center

The Porter-Cable Machine Company's new Dallas sales and service branch building at 1712 South Akard has been completed and will be the firm's headquarters for business in five states, the Syracuse, New York, company has announced. The building will display Porter-Cable's entire line of portable electric tools and will house a complete stock of replacement parts and accessories. The leased structure was

built to the company's specifications by Jack Rosien, owner. George W. Edwards, Dallas architect, designed the building. General contractor was the Acme Construction Company. Operating strictly through authorized dealers, Porter-Cable will serve its dealers in Texas, Oklahoma, and parts of Louisiana, Tennessee and Arkansas from the Dallas headquarters. A formal opening of the branch will be held in the next two or three months.

**Store Remodeled.** The Oak Lawn Home Appliance Store, 4215 Oak Lawn Avenue, has been completely remodeled. Bernie Goldberg is general manager and vice president of the store.

**Mitchell Company Bought.** Lawrence E. Logsdon and T. B. Reed have purchased the George H. Mitchell Company, 1420 Dragon, dealers in audio-visual equipment.

**Paint Store Opens.** The new Fred W. Thompson Paint Store recently opened at 3103 Knox Street. The store features a complete line of Minnesota Paint Products.

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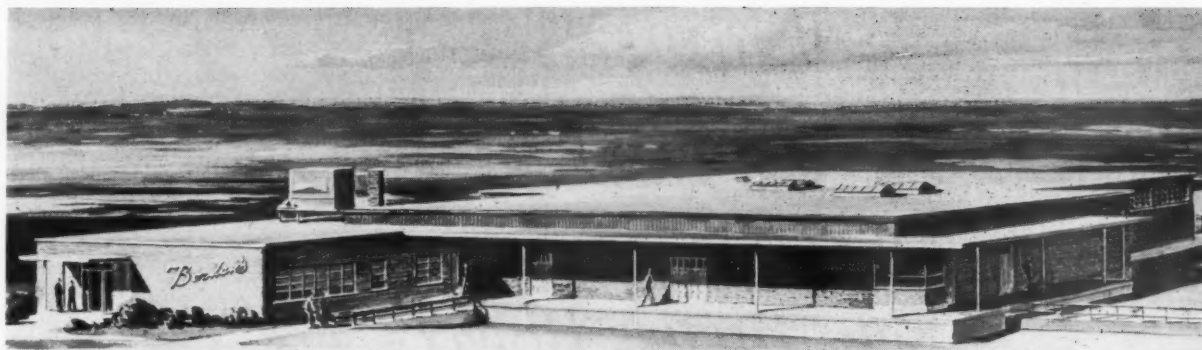
**CORPORATION**

**Dallas Texas**

**MORTGAGE BANKERS**

**PHONE PR-6361**





### Borden's Plans New Warehouse and Plant

Plans for the construction of a combination warehouse and plant, which will employ some 50 persons when completed this fall, have been announced by The Borden Company. The one-story steel and brick building will be located on Glenfield Avenue, bounded on the north by a spur of the Gulf, Colorado and Sante Fe Railway. The building, containing more than 30,000 square feet of floor space, will be a combination cheese warehouse and plant for the manufacture

of prepared biscuits. The general contractor for the building is the O'Rourke Construction Company. George Linskie Company is the plumbing and heating contractor and the Libecap Electrical Company is the electrical contractor. Cheese and related products to be stored at the new Dallas location will be distributed throughout the South and Southwest. The biscuit plant will supplement the output of the firm's two other plants in the country.

EDGAR MARDEN MILLER has joined Fidelity Union Life Insurance Company as assistant to Vice President Charles Sharp. Mr. Miller formerly was manager of the actuarial department of another Dallas life insurance company.

MORTON T. ILER has been transferred from Washington, D. C., to Dallas to assume new duties as branch manager of Anchor Post Fence Division, Anchor Post Products, Inc., of Texas, with headquarters at 3030 Fort Worth Avenue.

D. C. WHEELER, veteran of the southwestern trucking industry and vice president of Mack Truck Corporation, has been appointed manager of national accounts, fleet and bus sales. He will reside in Dallas in his new position.

# Empire

## TERMINAL WAREHOUSE

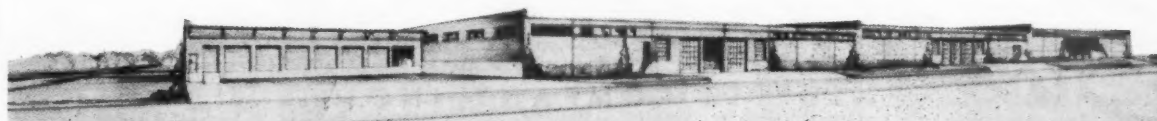
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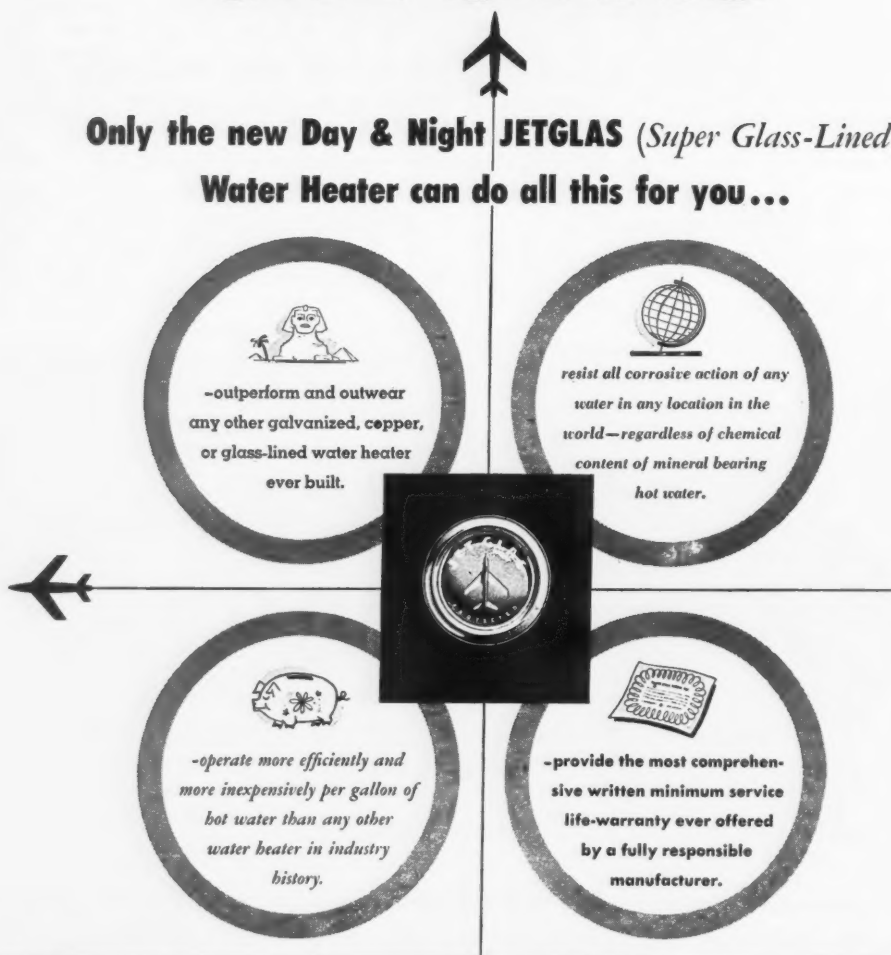
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Water Heater can do all this for you...



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JETGLAS is the same type of wonder glass used to protect jet fighter engine parts from temperatures up to 1500°.

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### Southwest Airmotive Awards Scholarship

Harold L. (Jack) Norwood, left, is congratulated by George W. Jalonick, III, vice president of Southwest Airmotive Company, after winning a S.A.C.-sponsored scholarship to Arlington State College. Looking on is George Haddaway, one of the judges who chose young Norwood from the interested June graduates of Dallas high schools. The scholarship, an annual award, provides tuition, books and activity fees for the school's two-year aeronautics training course. It is provided by the company to help interested young men prepare themselves for careers in private aircraft maintenance or sales work. A number of Arlington graduates are now employed at Southwest Airmotive.



### Insurance Club Names New Officers

J. Frank Smith, left, C.L.U. and head of the Southland Life Insurance Company's agency in Dallas, has been elected president of the Insurance Club of Dallas. Other new officers are, left to right, Franklin Wasko, secretary; Hal. A. Gullledge, C.P. C.U., vice president, and James F. Miazza, re-elected treasurer. Mr. Smith, a charter member of the group, has served terms as secretary and vice president of the organization. The club, with quarters in the Adolphus Hotel, has more than 600 members, including those from every field of insurance.



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**KATY**  
RAILROAD

M-3

NATURAL ROUTE SOUTHWEST

## Business Opportunities

**EDITOR'S NOTE:** The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those of the firms or individuals, and it is suggested the usual investigation be made in each instance.

**The Murray-Black Company, E. A. Twitchell,** 552 West State Street, Springfield, Ohio, is seeking representation in this area for its line of painting and paperhanging tools.

**Kent Manufacturing Corporation, A. H. Leibovitz,** 1304 West Fourth Street, Davenport, Iowa, is seeking representatives in this area to handle its line of men's and boys' caps, novelty and collegiate headwear.

**Rubber and Plastics Compound Company, Inc., M. M. Garr,** 30 Rockefeller Plaza, New York 20, New York, is looking for representation and distribution in this area for its line of chemical resistant coatings, sheetings, pressure sensitive tapes and other corrosion resistant materials.

**Leffert's Color Wall Tire Company, Steve Usack,** 75-10 Rockaway Boulevard, Woodhaven, L. I., New York, is seeking distribution in this area for its new color wall tires on an exclusive franchise basis.

**The Flinson Company, E. C. Flinner,** P. O. Box 4333, Station B, Kansas City 1, Missouri, manufacturers of portable camp cooking equipment, is interested in contacting manufacturers' agents who deal in sporting goods lines.

**The Churchill Weavers, Inc., E. F. Churchill,** Berea, Kentucky, is seeking representation in this area for its handwoven scarfs, stoles, couch throws, ties, et cetera.

**Seidelhuber Steel Rolling Mill Corporation, Don Gjesdahl,** 3693 East Marginal Way, Seattle 4, Washington, is seeking a manufacturer's representative to sell hot rolled steel bars in plain carbon, alloy and stainless grades.

**Elmar Products Company, S. S. Wechsler,** 15 West 24th Street, New York 10, New York, manufacturers of plastic toys, notions, novelties, is looking for representation in this area.

**National Waistband Corporation, George Shally,** 499 Seventh Avenue, New York 18, New York, is seeking a representative in this area for its shoulder pads, zippers and bias binding.

**Seaporcel Metals, Inc., Leo B. Farrell,** 28-20 Borden Avenue, Long Island City 1, New York, is seeking a representative in this area who can sell and erect porcelain enamel architectural parts and be able to furnish drawings or necessary information from which the company can manufacture the finished product.

**Tri-Pak Machinery Service, Inc., Lloyd E. Allen,** P. O. Box 1228, Harlingen, Texas, is seeking a representative in this area to handle vegetable packing and shipping equipment.

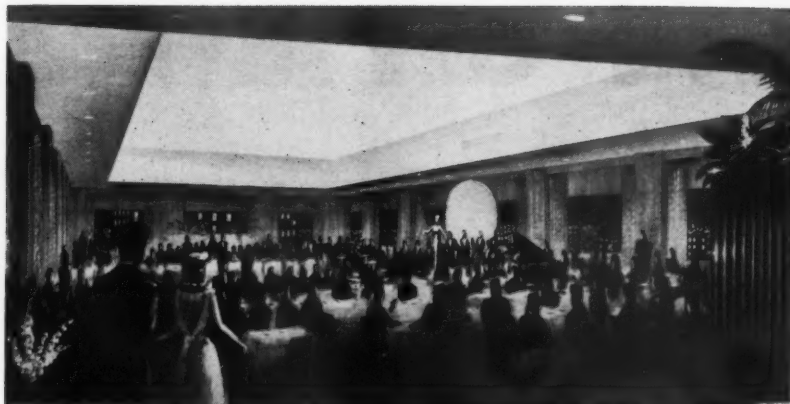
**M & E Manufacturing Company, P. R. Proctor,** 2571 Winthrop Avenue, Indianapolis 5, Indiana, is seeking local manufacturers' agents to represent its paint spray finishing systems.

**Certified Materials Company, George V. Wheeler,** 204 West Washington Street, Milwaukee 4, Wisconsin, is seeking a manufacturers' agent who calls on the printing trades in this area.

**The Dolphin Paint & Varnish Company, M. W. Winkle,** 922 Locust Street, Toledo 3, Ohio, is seeking manufacturers of mechanical or hardware equipment who desire sales representation in Washington and Oregon.

**Essway Manufacturing Company, Inc.,** import-export division, S. Wetterhahn, 373 Fourth Avenue, New York 16, New York, is looking for a Texas representative to handle its line of cutlery and manicure items.

**Experience Associated, Inc., Michael E. H. Sweeney,** 825 Beacon Street, Newton Centre 59, Massachusetts, is seeking electrical or mechanical equipment for development or merchandising in the New England states.



### Baker Hotel Plans New Terrace Room

The Baker Hotel will open a new Terrace Room on its seventeenth floor in August. Replacing the old Peacock Terrace, it will accommodate 700 people for dining and dancing and will have an expandable bandstand that can take care of a 75-piece orchestra. Special ceiling illumination will create mood lighting effects. The atmosphere of a space ship's salon will be created by 20 windows, each 15 feet wide by 9 feet high, overlooking Dallas' skyline and a 15-mile view. It will be completely air conditioned and served by new high-speed service elevators. George L. Dahl is the architect.



### Frymire Engineering in New Quarters

The Frymire Engineering Company is now occupying new quarters at 5518 Dyer Street. Bob Klein and Bob Frymire, partners of the firm, above, took Cloud C. Wampler, right, president of the Carrier Corporation, on a tour of their new showrooms. The Frymire company is a local Carrier distributor.

**Storage Firm to Move.** Carpenter Transfer and Storage Company, Dallas agent for Kings Van & Storage, Inc., soon will move from 2125 North Harwood to new, larger quarters at 2211 Griffin. The new facility is a three-story building served by railroad trackage and will provide 1,500 square feet of additional floor space, company officials said.

**Airline Establishes Office.** Pan American World Airways has opened a new office in Dallas in the Tower Petroleum Building. The office is one of five being opened by Pan American this year. Norman Eaton will direct the office, which will operate for North and West Texas and Oklahoma.



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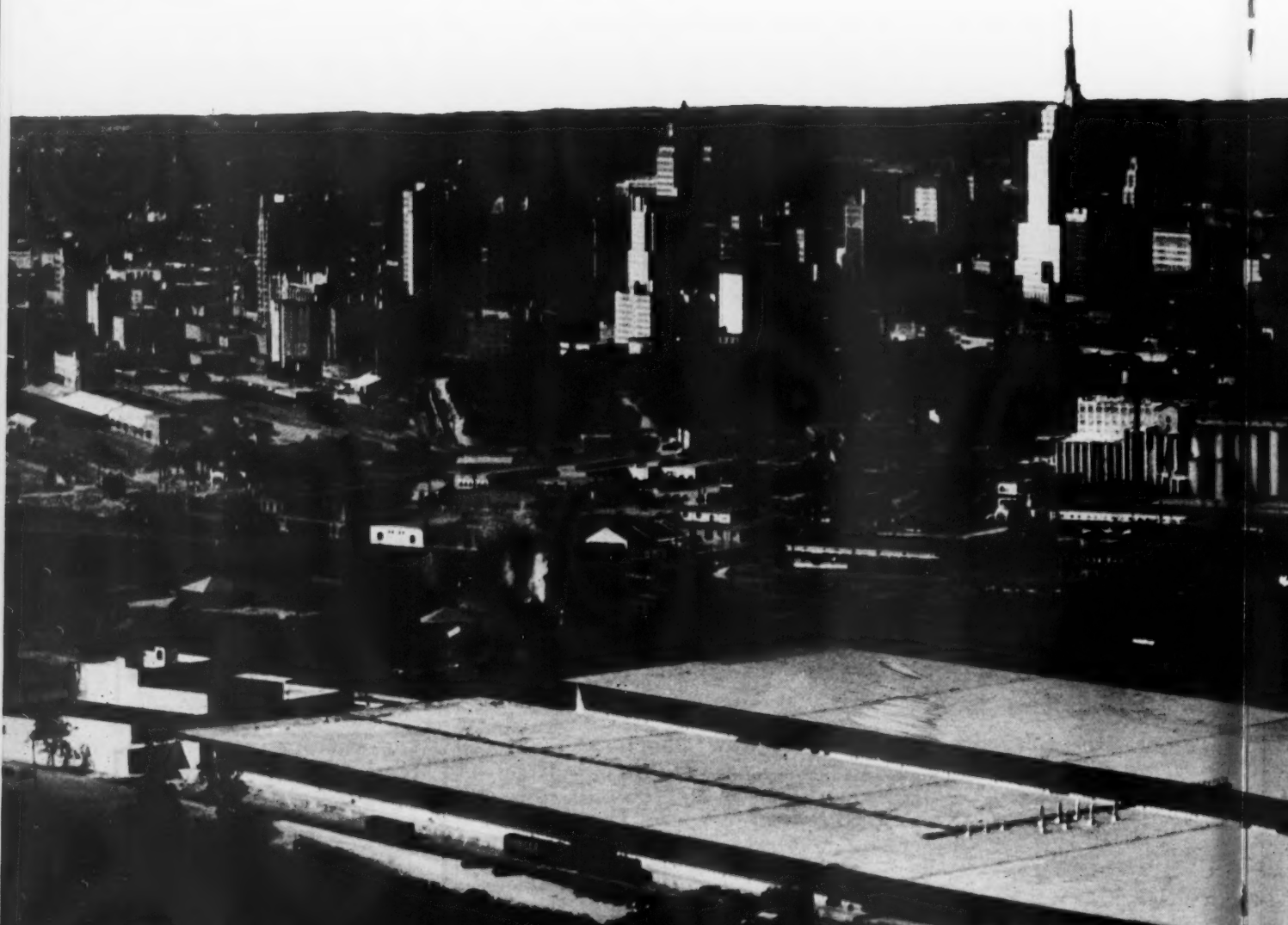
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TEXAS



*The Dallas Ford Division Assembly Plant on East Grand Avenue. Another great "Built in Texas by Texans" industry.*

# *a chapter called.* **TEXAS**

## **IN FORD MOTOR COMPANY'S 50-YEAR HISTORY**

Ford Motor Company's Golden Anniversary again gives us an opportunity to pay tribute to Texas and to a friendship that started years ago — in 1914, with the building of Ford's Dallas Assembly Plant. Out of that friendship has developed a great industry in which thousands of Texans participate.

In 1951 a new Ford Parts Depot was added. In 1953 total plant facilities were improved even further. More than 303,000 square feet of floor space was added, nearly doubling plant capacities.

More than 2,500 Texans — with a million dollar monthly payroll — are employed in Ford's Dallas plants. The Ford cars and trucks they assemble and the genuine Ford Parts they distribute are shipped to every corner of the Lone Star State and beyond its great borders into the southwest.

We are proud to be partners in progress with Ford Motor Company and with the people of Texas who have been so much a part of this progress. The name of Texas is indelibly written in the pages of a great American industrial story.

### **DALLAS DISTRICT FORD DEALERS**



#### Association President

A. J. Biggio, Jr., has been named president of the Dallas Retail Merchants Association. Completing the group's slate of officers for 1953-54 are R. M. Spear, vice president; L. E. Langston, Jr., treasurer, and R. C. Dolbin, executive secretary and manager. The slate was named at a recent meeting of the association's board of directors.



#### Edits Winning Magazine

Bob Jones is editor of award-winning *First Family* Magazine, employee publication of the First National Bank of Dallas. The magazine recently won first place in the tenth annual American National Red Cross Cover Contest and the Dallas County Red Cross Cover Contest. Mr. Jones was presented the awards for the magazine's March cover, which was dedicated to the Red Cross fund campaign.

BERT GULL of Dallas has been appointed new Southwest account sales executive of the Dayton Rubber Company tire division.

DALLAS • JUNE, 1953

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*Replaces  
the  
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- *Cools Water*
- *Beautifies Yard*
- *Can Be Illuminated*
- *Bird Bath Optional*
- *Figurines Available*
- *Different Designs*

Proved in Houston in more than 200 homes, the Frigid-Fount turns unsightly equipment into beauty spots. Meets water ordinance requirements.

Frigid-Fount is designed and produced by Rouse Lumber and Building Company, Houston

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### Leads Pharmacists

Emit Hamilton was recently installed as president of the Dallas County Pharmaceutical Association. He is the owner of the Hamilton Pharmacy, 113 South Lancaster. Other new officers are J. M. Adams and Walter Park, vice presidents, and C. E. Millican, secretary-treasurer. The new officers were installed at a recent banquet.



### Executive Vice President

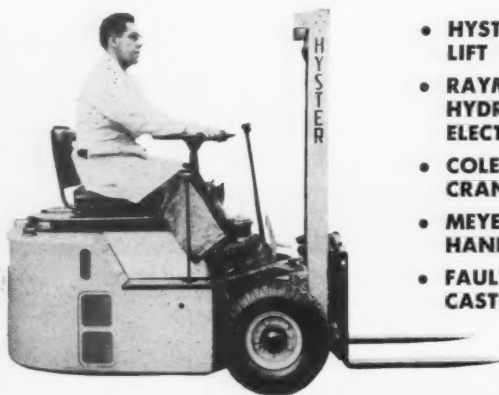
Jay C. Stilley has been elected executive vice president of the National Cotton Ginners Association. Mr. Stilley has announced that the group's national office will move from Memphis, Tennessee, to Dallas and that the Texas Cotton Ginners Association plans to construct a \$35,000 building which will serve as headquarters for both state and national cotton groups.

★

T. L. Morehead, the "Mister Buster" of Mister Buster's Decorating - Home Furnishing Studio, has appointed LIGON SMITH as director of sales promotion and customer relations.

SALES — SERVICE — PARTS

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#### Heads Insurance Agency

J. Frank Smith has been named manager of Southland Life Insurance Company's Dallas agency. A native of Dallas, Mr. Smith has been in the insurance business 22 years. He has been with Southland Life since 1949. He was an agent for the company until his recent promotion. He is currently president of the Dallas Insurance Club and a director of the Dallas Health and Accident Association. Mr. Smith served four years in the service during World War II, receiving the Silver Star Medal for action in Luxembourg and Germany.

★

**Camera Shop Moves.** The Elko Camera Store has moved to temporary headquarters in the Adolphus Hotel arcade, 1406 Main. The firm moved from its old location at 1410 Main to make way for the construction of a new 50-story building. When the skyscraper is finished, the store will return to its former site.

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AND  
REFRIGERATION  
CONTRACTORS**



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#### Heads Texas Optometrists

Dr. Arthur J. Harris is the new president of the Texas Optometric Association. Dr. Harris, a native Texan, has practiced optometry in Dallas since graduating from Northern Illinois College of Optometry in 1937.



#### Named Vice President

Lester F. Hall, general counsel for National Bankers Life Insurance Company, has been made a vice president of the company. A native of Ponca City, Oklahoma, he has been with the company two years. In another promotion announced by the company, Ray T. Compton was named assistant vice president and office manager. He had been planning officer and assistant office manager.

★

EUGENE McDERMOTT has been re-elected president of St. Mark's School of Texas, a preparatory school for boys. Other officers re-elected were JOE E. ESTES, vice president and chairman of the executive committee; MRS. J. B. H. Henderson, secretary, and ROBERT F. WEICHSEL, treasurer.





#### Heads Red Cross Chapter

Leonard M. Green has been elected president of Dallas County's Red Cross Chapter. Mr. Green, president of Dr. Pepper Company, was named to the post at a recent meeting of chapter members at which they made plans for a new working year. Denys R. Slater was elected vice president at the meeting. Other new officers are Edwin L. Cox, secretary, and C. B. Peterson, treasurer.



#### Elected Vice President

Willard M. Johnson, president of the Magnet Cove Barium Corporation of Houston, has been elected a vice president of the parent company, Dresser Industries, Inc. Mr. Johnson organized Magnet Cove in 1940 and has been president of the firm since that time. Dresser Industries acquired Magnet Cove in 1949 and Mr. Johnson was named a director of the parent firm in 1950.

\*

Promotions at Temco Aircraft Corporation are W. N. "BUCK" HALL, new superintendent, and HERMAN MULLER, new superintendent over all night operations.

DALLAS • JUNE, 1953

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In practically all of the hundreds of businesses where we have installed Gas Air Conditioning we have found many special air conditioning requirements. Our representatives are experts in detecting them. Our engineers draw on a wealth of experience

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Because Servel creates cold from heat, users enjoy most economical energy source — *natural gas*. Because there are no moving parts in heating or refrigeration units *there's nothing to wear, to make noise and to cause costly repairs*.

Whether your business is large or small ... single or multi-story building — it will pay to look over your air conditioning requirements with Lone Star Gas Company representative. Call or write our Air Conditioning Department.



**From cottage to skyscraper  
today's preference is Natural  
Gas for air conditioning.**

In addition to Servel there is **Carrier Natural Gas Operated Absorption System** for stores and large office buildings. **Ready-Power Natural Gas Refrigeration** for churches, restaurants, theaters. **Natural Gas Operated Steam Turbines** manufactured by well-known concerns for largest commercial and industrial installations.

**LONE STAR GAS COMPANY**



#### Heads Ad League

John L. Briggs has been elected president of the Dallas Advertising League for 1953-54. Mr. Briggs is vice president and director of advertising and public relations for the Southland Life Insurance Company. Other new officers of the club are Clifton Blackmon, vice president and director of advertising for the First National Bank, elected first vice president; Frank McGowan, southwestern regional director of the *Wall Street Journal*, second vice president, and Will Rogers, information supervisor for the Southwestern Bell Telephone Company, secretary-treasurer.



#### Forms Contracting Firm

Sam P. Wallace recently announced the organization of the Sam P. Wallace Company, mechanical contractors, with offices in the Tower Petroleum Building. Formerly president of a large Dallas and Houston mechanical contracting firm, Mr. Wallace has had 30 years experience as a contractor of plumbing, heating, ventilating, air conditioning and related fields. His son, Carl P. Wallace, joins the company as a graduate engineer with four years experience.

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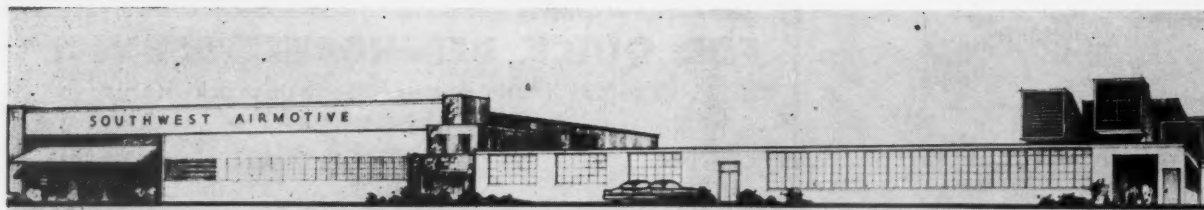
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James A. Carpenter, Owner





### Work Begins on Southwest Airmotive Addition

Construction of a 35,000 square-foot addition to Southwest Airmotive Company's engine shop building at Love Field is now underway. Slated for completion in September, the brick and steel addition will double that department's present production area. According to S.A.C. vice president Winston Castleberry, the addition will permit a necessary expansion called for by mounting commitments to the Air Force, manufacturers and private plane owners. The new unit was designed by Goodwin and Cavitt, architects, and is being

constructed by Lee-Emmert, engineers. Built on land owned by Southwest Airmotive, it is being financed through municipal airport revenue bonds, and will become the property of the City of Dallas when completed. During the 20-year amortization period, the firm will pay a ground rental fee. At the end of that time, an annual building rental will be negotiated. Until 1946, Southwest Airmotive's entire operation was concentrated in a single building. The firm's total floor space at Love Field will be around 225,000 square feet upon completion of the engine shop wing.

Ten photographs which appeared in the *Dallas Morning News* have won News photographer CLINT GRANT an honorable mention in the newspaper portfolio division of the tenth annual photo competition and exhibition sponsored by the University of Missouri School of Journalism.

WALTER M. BADER, JOE ELLIS and C. RADER McCULLEY have been named assistant vice presidents of the First Southwest Company of Dallas, investment banking firm. President WILLIAM C. JACKSON also announced the election of WILLIAM STEWART STORIE as secretary-treasurer.

ABE MEYERS has been elected president of the Associated Wholesale Grocery of Dallas, Inc. Other new officers are ROSS ANGELO, vice president; JOHN ADAMS, secretary, and JACK EVANS, treasurer. Board members recently named are M. O. WEYGANDT and J. R. WHITE.

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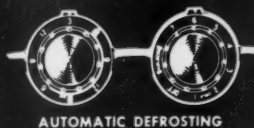
**BENDIX**  
HOME APPLIANCES

*First to introduce the Automatic Washer*

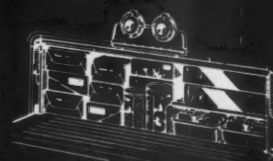
*First to offer the Automatic Washer-Dryer all in one*

*presents another FIRST!*

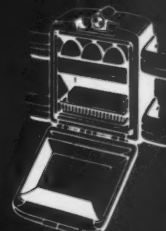
**The Refrigerator with the Amazing Kinetic Brain!**



AUTOMATIC DEFROSTING



ROOMY  
FREEZE CHEST

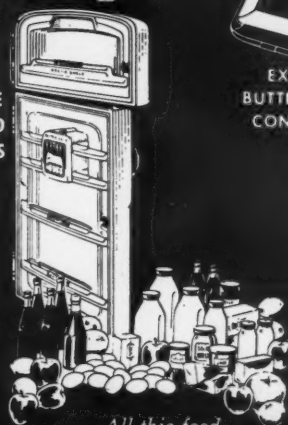


EXCLUSIVE  
BUTTER 'N' EGGS  
CONDITIONER

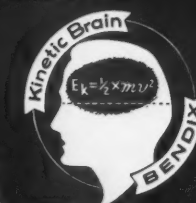
EXCLUSIVE BENDIX

*bonus* DOOR

JUST LIKE  
OWNING TWO  
REFRIGERATORS



All this food  
out front in BENDIX  
Bonus Door



THE KINETIC BRAIN  
DOES ALL THE WORK

**IT'S LIKE OWNING  
2 REFRIGERATORS  
~ PLUS ~  
HAVING A SERVANT**

Regardless of outside temperature—or seasons of the year—the Kinetic Brain master-minds the function of the Bendix refrigerator with mathematical accuracy. Defrosting is done while you sleep. There is nothing to remember—the whole operation is automatic.

**World's First  
All-In-One Washer-Dryer!**



turn it on...  
that's all

**BENDIX  
Duomatic  
WASHER DRYER**

clothes come out  
ready to wear,  
iron, or put on



**NOW ON DISPLAY AT LEADING STORES**

Lone Star Wholesalers, Inc.

J. J. Shea, President

# **Neuhoff Brothers Packers**



Starting operations in 1932 with 15 employees, 1 truck and an unlimited amount of courage, this depression born company has grown to be one of the largest and most modern federally inspected independent meat packing plants in the Southwest.

Now, with over 500 employees, they have an annual processing capacity of 300,000 calves, 500,000 hogs, 100,000 cattle. Neuhoff's hams, bacon, sausage and other meat products are known for their fine quality throughout Texas.

## **ROGERSnaP DALLAS BUSINESS FORMS**

RogersnaP Dallas Business Forms, progressing with the firms they serve... like Neuhoff Brothers Packers... have grown to be the largest home-owned and operated carbon interleaved business forms manufacturer in North Texas.



Many firms, large and small, old and new, are finding the time saving efficiency of RogersnaP Dallas Business Forms a real asset to their own operation and growth. You may find they will do the same for you.

Call RI-5816 and let us show you how.

**ROGERSnaP** **TELEPHONE RI-5816**  
139 Howell St.  
Dallas, Texas **BUSINESS FORMS**

**ROGERS PRINTING CO. In The Trinity Industrial District**

**"THE LARGEST HOME-OWNED BUSINESS FORMS MANUFACTURER IN NORTH TEXAS"**



### **Assistant Vice President**

Norman C. Finney has joined the staff of the First National Bank in Dallas as an assistant vice president in the installment finance department. A native of Dallas, he formerly was associated with Commercial Credit Corporation where he was assistant vice president and division credit manager. Mr. Finney has had wide experience in all phases of installment finance, having served in credit, sales and managerial capacities during his association with Commercial Credit.



### **Takes Judge's Post**

Charles E. Long, Jr., was sworn in recently as judge of the 134th District Court. Judge Long, 42, was appointed to the post by Gov. Allan Shivers. He is a graduate of Washington and Lee University and of Southern Methodist University's Law School. A former civil assistant district attorney, he was appointed to fill the rest of the current term, which expires at the end of next year.

★

At Palm Beach, Florida, WILLIAM S. HENSON of Dallas was elected to the National Association of Better Business Bureau board of governors.





#### Public Relations Director

Ray L. Miller, a vice president of Mercantile National Bank, has been named director of public relations and sales promotion. His new job is in addition to previous assignments in the national accounts division. He has been associated with the bank in the field of new business development since 1950. Prior to that time, he was regional director of field service operations of the Bureau of Foreign and Domestic Commerce of the United States Chamber of Commerce.

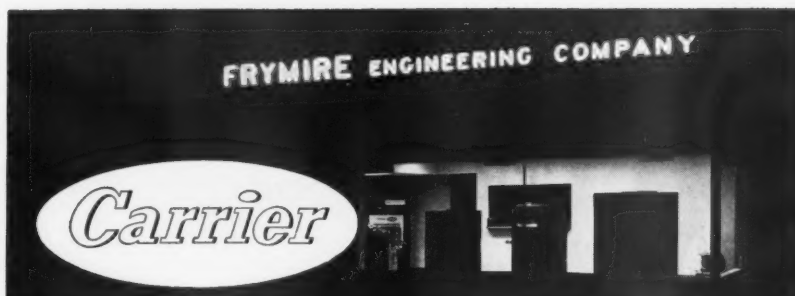


#### Named District Representative

D. W. Hopkins has been appointed sales engineer in the newly-opened Dallas office of the Hydraquip Corporation at 3908 Lemmon. Mr. Hopkins, with over nine years experience in aircraft design, manufacture and maintenance, will represent the firm in the North Texas area. A graduate of the University of Alabama, he served 34 months in the Air Force during World War II.

★

EUGENE B. THOMAS of Denver, Colorado, formerly of Dallas, has joined the staff of Tracy Locke Company, Inc., as an account executive.



first name in air conditioning

*The Frymire Engineering Company  
is proud to announce the opening of  
its new quarters at 5518 Dyer Street,  
Dallas. We invite you for a visit.*

Complete — Prompt — Accurate  
**BOOKKEEPING SERVICE TA-0680**  
Financial Statements — All Tax Reports — Supplemental Assistance During Heavy Periods  
**COMMERCIAL BOOKKEEPING COMPANY**

IT'S EASIER TO BUILD  
SALES VOLUME WITH  
**INTELLIGENT  
ADVERTISING**



**Russ Jurgens**  
Advertising  
1009 CAMP • PR-4387

**Now Located in Our New Home**  
**All Types of Material Handling  
Equipment**

COMPLETE LINES  
SOME IN STOCK

**ACME SUPPLY COMPANY**

5221 West Jefferson — DALLAS — Telephone Federal 3642



**Your Wife Knows  
The Economy Of  
Quality**

FRUITS AND VEGETABLES  
**fresh-from Keith's**

DALLAS  
FORT WORTH  
WICHITA FALLS  
LUBBOCK  
ABILENE  
LONGVIEW

**BEN E. KEITH  
COMPANY**



LARGEST DISTRIBUTORS OF FRESH AND FROZEN  
FRUITS AND VEGETABLES IN THE SOUTHWEST



#### Assistant to the President

David J. Hundahl, Jr., has been named assistant to the president of Preferred Life Insurance Company. A member of the Texas Bar Association, Mr. Hundahl has had several years experience in the life insurance business. At one time, he was vice president of a Texas life company. A graduate of the School of Law at Southern Methodist University, Mr. Hundahl served 32 months with the Air Force during World War II.

★

DR. LOUIS E. ADIN, JR., was recently elected president of the Dallas Hearing Society. Other new officers chosen were ROY B. COWAN, first vice president; DREW YOUNG, second vice president; W. TIM WELCH, treasurer, and MRS. LEROY B. JOHNSTON, secretary. New directors named were MRS. V. A. FORD and MRS. W. F. WATERS. Renamed to the advisory board of otologists were DR. ADIN, DR. JAMES L. BALDWIN, DR. LUDWIG FURCHGOTT, DR. LLOYD RITCHEY and DR. CLAUDE WINBORN.

★

Communications Engineering Company of Dallas and Houston has added a new staff member — ALAN B. CHAPMAN, who will be in charge of developing and fabricating special antennas and control devices in two-way radios for the company in Dallas.

★

CARROLL GRAINGER has been appointed public relations assistant for Lone Star Steel Company. Formerly of the audit department, he will serve as editor of the company's monthly magazine.

**The Southwest's Most  
Complete Line of  
Nationally-Known**

**HARDWARE  
SPORTING GOODS  
AND TOYS**

*"Serving the Great Southwest  
for 81 years"*

**HUEY & PHILP CO.**

EXCLUSIVELY WHOLESALE

1900 Griffin St., Dallas, Texas

★



#### New Vice President

J. D. Gamel is the new vice president and general manager of Waples Platter Company. Mr. Gamel, a native Texan, comes to the wholesale grocery firm from International Business Machines, where he was assistant to the vice president. A member of the board of directors of the Washington chapter of the American Red Cross, he belongs to several other civic groups in Washington, D. C., where he has been living. Mr. Gamel will also serve as a Waples Platter director.



#### Named Assistant Buyer

Ben E. Foytik has assumed the position of assistant buyer for A&P Food Stores. Most recently a store manager, Mr. Foytik has been with A&P since 1946. He has also served as a price-marking trainer and field personnel interviewer with the company. During World War II, Mr. Foytik was an aerial engineer in the Air Force.

★

JACK H. RUDY has been named secretary-treasurer of F. C. Gaines & Son, Inc., manufacturers of brass valves, fittings and special parts.

DALLAS • JUNE, 1953

## MODEL TP...

### TAILORED FOR PIPE OR POLES!



Telescoping drawbar, dual bolsters front and rear and SAE kingpin that fits any automatic fifth wheel gives NABORS Model TP pipe or pole trailers a tailored ability to fit long and awkward loads. Unique dual rear bolster offset from center of rear wheels, allowing greater stability, load balance, and assuring true trailing. Get complete specifications on this Model TP Trailer.

# NABORS TRAILERS

## W. C. NABORS CO.

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Factory & Offices, MANSFIELD, LA

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## IN THE LONG RUN

quality in every piece of equipment... any item of supply you buy is plus value, that definitely saves you time and money in the long run.

From thousands of manufacturers' lines, Briggs-Weaver carefully selects those products that give plus value only. 53 years experience has taught us it pays!



FORT WORTH — 222 NORTH UNIVERSITY DRIVE — FO-5621





## TECHNIPLAN

the modern solution to office arrangement that increases worker efficiency and saves space ... based on time and motion studies. See our display.



**THE DORSEY COMPANY**  
DORSEY BUILDING • DALLAS

## When We Pave YOU SAVE!



You save money with Texas Bitulithic paving, for our paving lasts longer. The vast organization of Texas Bitulithic offers modern equipment—45 years of experience and a large staff of skilled paving engineers. Let one of our Engineer Salesmen give you facts and figures on the long-life of our paving.

- INDUSTRIAL
- RESIDENTIAL
- STREETS

**ASPHALT OR CONCRETE**

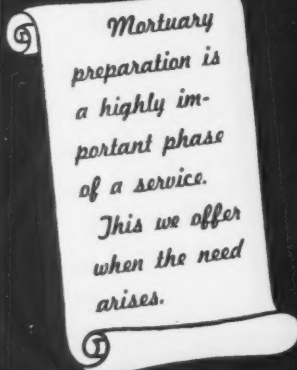
See us first for estimates



2121 Irving Boulevard

Phone Riverside 3531

## "SERVING DALLAS IN OUR 60TH, YEAR"



*Mortuary preparation is a highly important phase of a service. This we offer when the need arises.*



LEE B. MOORE

ST-2187

**SPARKMAN-BRAND Inc.**

*Morticians*

ROSS AT PEARL



### New Sales Supervisor

George Sarrafin has just been promoted to sales supervisor of the systems photo records department for Remington-Rand. Mr. Sarrafin has been with the company in Dallas for the past ten years. Last year, he was named the number one salesman in the nation for Remington-Rand.



### Heads Life Underwriters

Elliott McClung, agent for Southwestern Life Insurance Company, has been elected president of the Dallas Association of Life Underwriters. Mr. McClung is a member of the Million Dollar Round Table of the National Association of Life Underwriters. Other officers of the group are J. E. Bailey, American National Insurance Company, first vice president; W. P. Whaley, Mutual Life of New York, second vice president; Mary Byrd Gowdey, United Fidelity, secretary, and Woodie Wood, Southland Life, treasurer.

★

Recently elected officers of Reserve Life Insurance Company are ROBERT B. LONG, vice president in charge of mortgage investments; HENRY P. KOLOGE, treasurer, and JOHN L. MARAKAS, assistant vice president.

## Fashion Market

(Continued from Page 22)

the spotlight for the last of the seven down-to-earth promotion ideas for advertising, window displays and other media.

In addition to the style preview, buyers saw 1,200 fashion lines in the Baker, Adolphus and Bluebonnet hotels shown by A.F.A.'s 500 salesmen-members, according to Henry Stanley, association manager. Around three hundred more lines were shown by the seventy members of the Southland Market Show.

The Dallas Fashion Center, promotional organization of more than 40 manufacturers, comprising approximately half the local firms, also spearheaded Dallas hospitality for market week. The Center's officers were in charge of a pre-market luncheon at the Adolphus Hotel, attended by representatives from the Center itself, of which Ike Clark is president and Mrs. Virginia Shaeffer, manager; the A.F.A. of which Landon Speyer is president, and the National Fashion Exhibitors, whose hotel showings are held in Fort Worth.

This quarterly influx of buyers means big business for the Dallas wholesale market, which is recognized as one of the nation's major sources of women's and children's apparel, Mr. Stanley pointed out.

Three new Dallas School Trustees, chosen at a recent school election, are VAN M. LAMM, winner in place six; R. L. DILLARD, JR., place three winner, and ROUSE HOWELL, elected for place nine.

★

The new southwestern regional sales manager of the Allen B. Du Mont Laboratories, Inc., television receiver division, is CHARLES CONDIKE, who comes from New York to open his headquarters in the Du Mont offices in Dallas.

★

Three men have been promoted to chief inspectors at Dallas' Temco Aircraft Corporation — CLIFFORD B. LEWIS, JR., CARL BENTLEY AND HENRY C. NEFF.

★

E. M. Kahn & Company has announced the appointment of JAMES LIVINGSTON as manager of the company's uptown store, and the promotion of BOB M. SEARCY to assistant clothing buyer.

## "A" Grade Files - All Sizes

See us now for the finest in steel filing equipment. We offer top selection of a top line . . . in four attractive colors—green, walnut, mahogany and platinum gray.



### VANCE K. MILLER COMPANY

OFFICE FURNITURE AND SUPPLIES

1916 MAIN STREET — DALLAS — RA-9091

## REFRIGERATED WAREHOUSE SERVICE IN TEXAS, OKLAHOMA AND ARKANSAS



### SOUTHERN ICE COMPANY

General Offices 309 Oakland, Dallas, Telephone Riverside 9396

## 24-Hour Service

Factory Trained Men

Victor 2581

### ASSOCIATED BEARINGS & SUPPLY CO.

Successor To  
COTTINGHAM BEARING CO.  
401 EXPOSITION



Bearings For:

- INDUSTRIAL
- AIRCRAFT
- OIL FIELD
- DIAMOND CHAINS AND SPROCKETS
- AUTOMOTIVE
- TRACTOR
- COTTON GINS

Authorized Distributor  
For All Leading Manufacturers  
(Night Numbers)

John Timbes ..... TRemont 2439  
Morris Tanner ..... DIxon 5821

POWER TRANSMISSION EQUIPMENT



## POOL CAR DISTRIBUTION in the Southwest

Complete Insurance  
Coverage



Modern Terminals  
and Truck Fleet

- Ideal Facilities for Handling Stop-Off Cars in Dallas, Fort Worth and Houston.
- Gives Advantage of Carload Rates — Low Ex-Pool Car Rates Beyond
- Expedites Delivery to Customer
- Demonstrated Savings on Distribution Costs

## TEXAS EXPRESS COMPANY

The Company with the "Know How"

204 N. Good Street • DALLAS • Telephone RI-1734

## BUILD the Modern Way

DELIVERED Ready Mixed... Right to Your Job... On Time



ST-2151

**WAMIX**  
INCORPORATED

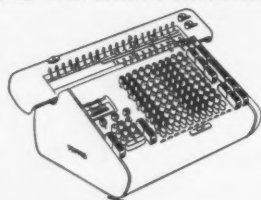
CENTRAL MIXED  
**CONCRETE**

2221 IRVING BOULEVARD — DALLAS, TEXAS

## Friden *fully-automatic* CALCULATORS

THE THINKING MACHINE OF AMERICAN BUSINESS

Friden does more automatically  
**SALES • SERVICE • RENTALS**



Phone Victor 1656

Friden Calculating Machine Agency

H. A. MEIERDING, Manager

3005 Gaston Avenue — Dallas

Fort Worth — Branches — Waco



### Motor Line Head

H. R. Moore, Jr., has been named president and a member of the board of directors of East Texas Motor Freight Lines. His election was announced by Board Chairman Fred E. Tucker, Jr. Mr. Moore, formerly vice president of Best Motor Lines of Dallas, is a pioneer in the Southwest's truck and bus industry. He was one of the first officers of Southwestern Transportation Company and later vice president and general manager, with headquarters at Texarkana.

### Alford Warehouses

(Continued from Page 14)

in Dallas. They depend on Alford to receive and execute purchase orders.

One customer packs a variety of baby food with each of the different kinds being processed at a different point. Since most of the company's customers buy "mixed" cars of the food, the company must have a "gathering point." If it weren't for the big warehouse, the company might have to put its wares in twenty different warehouses at a tremendous cost for storage.

Alford has also been able to work out storage-in-transit rates with railroads all over the country. This means, for instance, that the West Coast shipper can ship to Florida via Alford's warehouse on a through rate rather than on a flat rate from the West Coast to Dallas and from Dallas to Florida.

The warehouse, in some cases, will hold merchandise for as long as a year and still give the customer benefit of through shipping rate.

Although the Cadiz Street plant handles food primarily, there have been instances when its tremendous size was utilized by other than food items. When Mrs. Baird's Bakery started its new building, Alford's was the only place big enough to hold the new equipment.





#### Gets Hardware Post

J. Fred Schoellkopf, Jr., has been elected a member of the executive committee of the Southern Wholesale Hardware Association at the association's recent convention held in Dallas. President of the Schoellkopf Company, Dallas, Mr. Schoellkopf was one of two new officers named at the convention.

★

Dallas members of the executive committee for the Texas Crusade for Freedom include W. J. (BILL) HARRIS, KARL HOBLITZELLE, ALEX KEESE, W. W. LYNCH, R. G. (BOB) McCORD, RALPH W. NIMMONS, CARL L. PHINNEY, CLYDE W. REMBERT, JOHN W. RUNYON, ELLIS CAMPBELL, JR., MARTIN CAMPBELL and FRANK HELLER.

★

Recently sworn in as members of Dallas' new Park Board were Chairman RAY HUBBARD, BERNARD B. HEMPHILL, JR., JULIUS SCHEPPS, T. T. HARRIS, and LESTER T. POTTER.

★

New officers of Rio Grande National Life Insurance Company are MURPHY H. BAXTER, vice president; G. B. PATTISON, vice president and actuary, and ROBERT G. GRIMES, assistant secretary.

★

Recently elected president of Hope Cottage was AL H. MEADOWS, Dallas oilman. Hope Cottage, a Community Chest organization, last year cared for 219 abandoned or neglected infants.

★

W. C. (BILL) WADSWORTH has joined the home office ordinary agency of the Universal Life and Accident Insurance Company.

**FOR EVERY ELECTRICAL NEED...**



**Monogram Is Always  
Your Assurance of Quality**

*Serving Southwestern Industry With 4 Conveniently  
Located Warehouses*

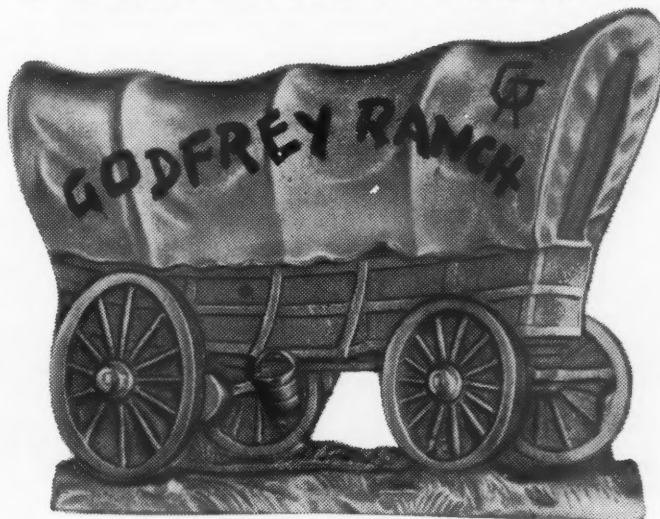
Carrying full lines of wiring and construction material, General Electric Motors and Control Equipment, meters, transformers and other apparatus

**GENERAL ELECTRIC SUPPLY CO.**

(A DIVISION OF GENERAL ELECTRIC DISTRIBUTING CORPORATION)

DALLAS • FORT WORTH • WACO • TYLER

**SOMETHING NEW!!**



Half Way Between Fort Worth and Dallas

**A ROMANTIC PLAY RANCH  
FOR YOUR ENJOYMENT**

Exclusive retreat for unusual parties  
sponsored by clubs, organizations,  
civic groups and firms.

Seats 100 to 300 Diners

Saddle Horses, Fishing, Boating, Picnic Grounds

Catering Facilities  
Moonlight Dance Terrace  
Lakeside Garden Stage  
"Sombrero Lounge"

**GODFREY RANCH**

ROSALIE ADAMS, MANAGER

Highway 121  
2 Miles East of Grapevine

Phones: GRAPEVINE 99-R  
DALLAS PR-4462



## smart shippers

### in the SOUTHWESTERN MARKETING EMPIRE

As hub of the 23 billion dollar Southwestern Marketing Empire, Dallas is supply center to 19 million people who demand fast, dependable freight service. MOTOR FREIGHT, keeping pace with the phenomenal growth of this area, is supplying this service. You can depend on your competent, convenient, courteous MOTOR FREIGHT LINES SERVING DALLAS.

---

# MOTOR FREIGHT LINES

*Serving Dallas*  
AND SUPPLIERS

Everything you buy, use, eat or wear must come to you, at least part of the way, by truck.

BEST MOTOR LINES  
CENTRAL FREIGHT LINES INC.  
COLLINS EQUIPMENT CO. - KENWORTH  
CONSOLIDATED FORWARDING CO.  
EAST TEXAS MOTOR FREIGHT LINES  
FRUEHAUF TRAILER COMPANY  
RED BALL MOTOR FREIGHT, INC.  
STRICKLAND TRANSPORTATION CO., INC.



#### Appointed Branch Manager

William J. Neilon, formerly sales manager of Continental Motors, has been appointed Dallas branch manager of the company. A resident of Dallas for 27 years, Mr. Neilon has been associated with Continental Motors since 1942. Serving eleven states, Continental handles aircraft, industrial and irrigation engines and service parts.



#### Editor Receives Award

Miss Mary Kathryn Forrest, editor of the Republic Rambler, house organ of the Republic National Bank of Dallas, has been given an award for first place in an editorial contest sponsored by the Dallas County Chapter of the American Red Cross. The winning editorial on a Red Cross topic appeared in the March, 1953, issue of the company magazine. The award was presented by Ralph Wood, president of the chapter.

★

E. C. INGLISH, vice president of John Deere Plow Company and manager of its Dallas branch, has been named a director of the company for a three-year term.

DALLAS • JUNE, 1953

# what's new?

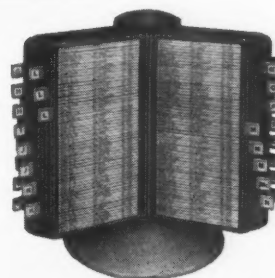


#### Streamliner Steel Wastebasket

Now... a really new type of wastebasket... durable, practical, economical! It's the Streamliner Steel Wastebasket of heavy gauge, high quality furniture steel. The rectangular shape saves floor space... the graduated bumper guard of vinyl rubber prevents marring of desk and walls, makes it easy to pick up... and the smooth, rounded corners and edge cannot catch or tear clothing. It's available in gray, green, brown and maroon. \$5.30. In hospital white, \$5.60.

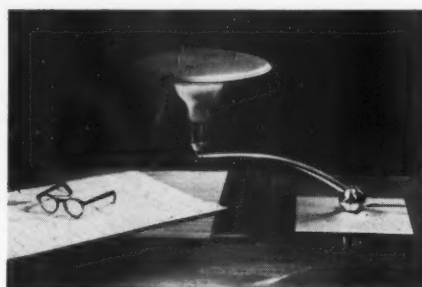
#### Visible Reference Record Rotary Stands

Information that is frequently referred to is instantly visible, immediately accessible with this rotary stand. Ideal for Purchasing, Personnel, Sales, Credit, Traffic, Production, Order, and Billing Departments. Handy for desk or table use... holds up to 50 double-faced steel frames that swing from side to side on a rotating rack. Removal of frames is simple and swift. Comes in gray finish... complete with 10 frames. \$55.25 (Larger size stands and frames available.)



#### Swivel Arm

#### Sight Light...



This functional swivel arm lamp is perfect for office or home... sheds glareless light where you want it, within wide radius. It's available in handsome maroon, green or gray finish with polished brass arm and swivel ball... fits any decorative scheme... for ONLY \$28.50.

Write or Call Bennett's Today!

Riverside 3201

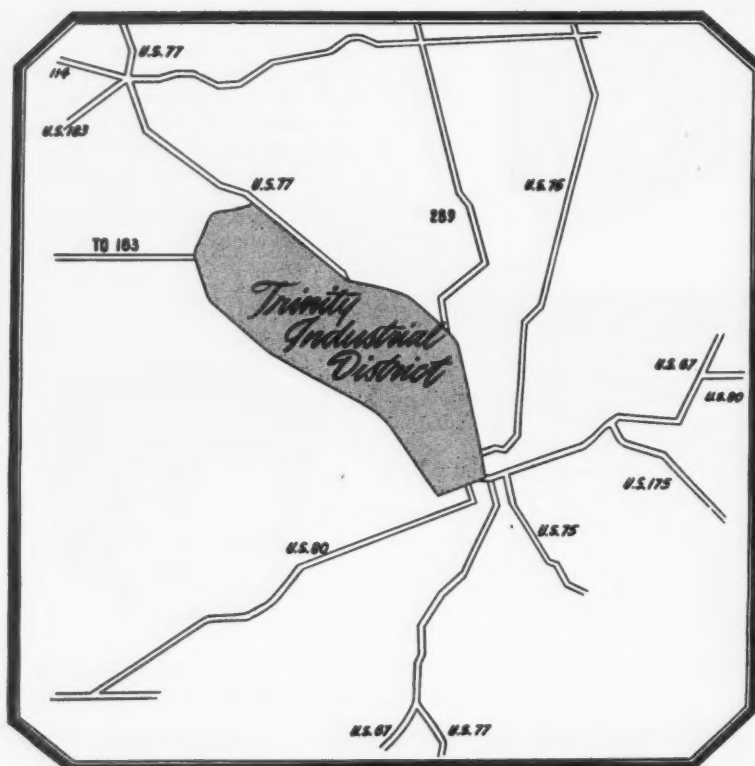
## Bennett's

1829 CORSICANA • DALLAS, TEXAS



# Why the TRINITY INDUSTRIAL DISTRICT

is the most convenient location in  
the Southwest for your warehouse



From the Trinity Industrial District the main highways out of Dallas radiate in all directions. Trucks move in and out without having to pass through the congested mid-town areas.

- It's the focal point of all truck routes.
- Three main line railroads serve the entire area with switch trackage.
- The Trinity Industrial District is "Under the Sky-line of Dallas"—literally next door to the downtown financial and business district.

For information concerning properties in the Trinity Industrial District see your real estate agent or INDUSTRIAL PROPERTIES CORPORATION, 401 Republic Bank Bldg. Telephone RI-6552.



## Named to Executive Committee

Dan C. Williams, president of the Southland Life Insurance Company, recently was elected to the executive committee of the Life Insurers' Conference. The election was held at a recent convention of the group in Atlantic City. Mr. Williams will serve a three-year term. At the same meeting, John L. Briggs, the company's vice president in charge of public relations and advertising, accepted the conference's annual award for the best company publication in the field of "combination" agencies.



## Joins Laboratory Staff

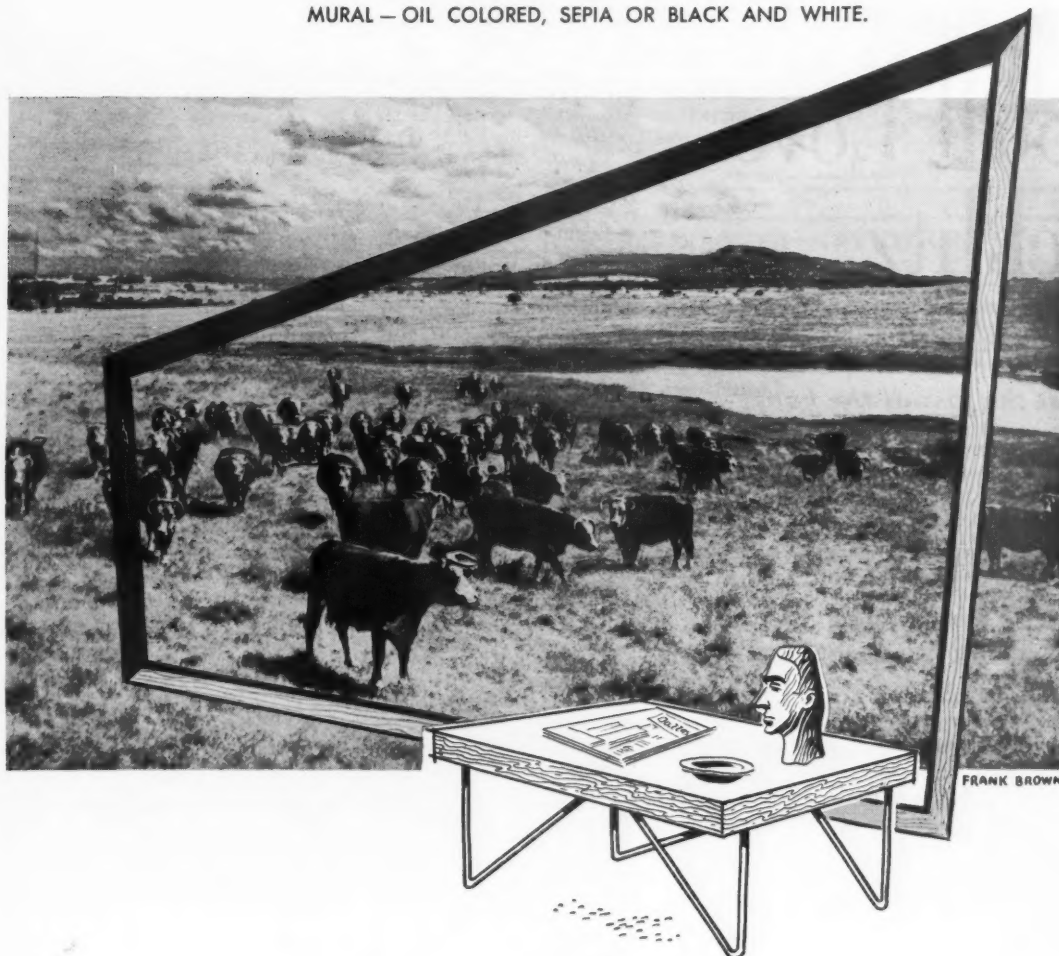
Dr. Morton Prager, Ph.D., has joined the staff of Associated Dallas Laboratories. For the past three years, Dr. Prager, a native of Dallas, has been principal chemist for the B.F. Goodrich Company. The laboratories, besides offering complete analytical facilities, has developed the formulations of many accepted products in the 28 years it has been in operation here.

★

MISS BARBARA DARE HARRIS has joined the public relations staff of Neiman-Marcus, Edward S. Marcus, executive vice president of the company, has announced.

# add a touch of the great out doors to your home or office

MAKE YOUR FAVORITE PHOTOGRAPH INTO A BEAUTIFUL  
MURAL — OIL COLORED, SEPIA OR BLACK AND WHITE.



Our files filled with suitable photographs.  
SPORTS, CATTLE, OIL — around a warm camp  
fire or cool relaxing scenics. Life-size  
cutouts of children or grownups available.

Our staff of specialists in all lines of photography  
are ready to solve your photographic problems.

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ST-3010

COMPLETELY AIR CONDITIONED

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DALLAS 5, TEXAS

**S. H. LYNCH & CO., Wholesalers**  
Gaston at Oakland, Dallas

# If you like beer You'll Love Schlitz

*No harsh bitterness...  
Just the kiss of the hops*

This dry and mellow beer . . . this beer of *matchless flavor* . . . is the world's largest seller. More bottles and cans of Schlitz are bought year after year, *millions more*, than of any other beer.

Next time you pack *your* gear, pack Schlitz in the handy 6-Paks.



Schlitz is available in quart bottles, 12-ounce bottles and cans, and the 7-ounce bottle that holds just a glassful. Also in 24-Pak and handy 6-Pak cartons of cans and "one-way" bottles that require no deposit.



**The Beer that Made Milwaukee Famous**



ON TV EVERY WEEK—The popular  
"SCHLITZ PLAYHOUSE OF STARS." See  
your newspaper for time and station.

*First in Sales*





#### Forms Import Firm

Col. Laurie Priesack, former British consul in Dallas, has organized the Priesack Import-Export Corporation, with headquarters in the Commercial Building. The new business, financed by Dallas and Fort Worth businessmen, will specialize in importing gift and specialty items from Great Britain and the continent. The company represents manufacturers of such items as silverware, whisky, cutlery, copper and brassware, antiques, carpeting and toys. Col. Priesack is president and general manager of the concern. Other offices in the corporation are filled by local businessmen.



#### Heads Retail Personnel Group

Ed Brogoitti, personnel director of A. Harris & Company, has been elected president of the Texas Retail Personnel Association. He has been with the Dallas department store since 1948 and was made personnel director in 1951. He was unanimously named to head the group at a recent convention in Houston.

\*

The Fair Park National Bank has announced the election of W. H. FLEMING, JR., as assistant cashier.



### WILLARD CROTTY INSURANCE

Chartered Property and Casualty Underwriter  
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Air Conditioning, Heating, Ventilating, Electric Wiring and Plumbing  
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& APPLIANCE CO.  
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Walnut Hills  
DI-1590

B & B HEATING &  
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8216 Second Avenue  
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COOLING CO., INC.  
3017 Levers Lane  
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Sold  
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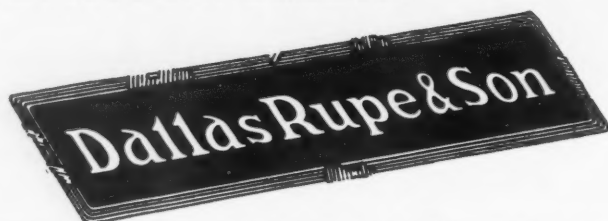
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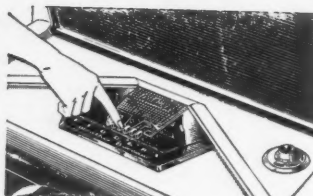
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### Named G.E. Vice President

George L. Irvine has been named a commercial vice president of the General Electric Company with headquarters in Dallas. He came to Dallas recently from the company's home office in Schenectady, New York, where he was manager of agency and distributor sales for the company's apparatus sales division. Mr. Irvine joined G.E. in 1930 as a student engineer. In Dallas, he will be engaged in customer relation activities.



### Real Estate Board Head

L. Storey Stemmons, attorney and industrial property developer, is the new president of the Dallas Real Estate Board. Mr. Stemmons heads Industrial Properties, Inc., the firm which has developed the Trinity Industrial District. A member of the Society of Industrial Realtors, a branch of the National Association of Real Estate Boards, Mr. Stemmons will assume his duties as head of the board September 1. Other officers elected were W. C. (Dub) Miller, first vice president; Howell H. Watson, second vice president, and Harold F. Carmichael, secretary-treasurer.

## Warehousing

(Continued from Page 11)

of a century. With 500,000 square feet of storage space located in three different warehouses, this firm maintains its headquarters and major operations from the second unit of the Santa Fe Building. Operating pool-car docks and extensive trucking facilities, this company also maintains a close connection with the Lone Star Package Car Company. The long experience, physical facilities and equipment operated by Dallas Transfer and Terminal Warehouse Company, make it one of the key organizations in the Dallas distribution picture.

The Interstate-Trinity Warehouse Company is another major factor in Dallas distribution. This 40-year-old firm has more than 200,000 square feet of space available for merchandise storage and serves some of the largest food accounts in the nation. This firm also provides pool car service, cartage, rents office space to manufacturers agents and brokers, and renders a general distribution service.

The Empire Terminal Warehouse Company with 170,000 square feet of warehouse space represents one of the newer additions to Dallas distribution facilities. This modern, one-floor warehouse also provides distribution and pool car service and can handle 22 freight cars and 27 trucks simultaneously. A number of other smaller firms complete the Dallas picture and all of these warehousing organizations are completely mechanized with the latest types of equipment for moving goods quickly and economically.

The United States Cold Storage Company in Dallas links this city with the largest organization of its kind in the nation. The Dallas plant of this firm has more than 1,350,000 cubic feet of cold storage space available that will store about 15,000,000 pounds of food products. This plant is located in the second unit of the Santa Fe Building and is situated to handle the produce of the Rio Grande Valley, shrimp and other products from the Gulf Coast. Among the chief items stored in this plant are meat, poultry, eggs, citrus fruit and onions. Here, too, is housed a large egg breaking plant and the firm also houses meat processors and does an extensive business in

custom packing. Quick freezing equipment enables the successful processing of pineapple and shrimp, Gulf Coast shrimp especially, and other products are processed and packaged in this plant. Dallas is also the headquarters for the Southern Ice Company, which has extensive cold storage facilities in Dallas and throughout the Southwest region. These companies and the Alford plant combined with other smaller facilities give Dallas an unrivaled position in the South and West for the distribution of produce and perishable products.

Office space for manufacturers' agents, brokers and sales agents is also an important part of the Dallas distribution picture. All of Dallas' major warehouses maintain this service, providing space for products and making for more efficient distribution.

The construction of the Santa Fe Building in the twenties gave Dallas a tremendous lead in facilities of this kind. Even with the United States government occupying the entire first unit, the offices under the management of the Dallas Transfer and Terminal Warehouse Company in the other units provide a large selection of display and office space. The present modernization and expansion program of the Merchandise Mart is also giving Dallas a large reserve of distribution space for future expansion. Combined with the fine merchandising facilities and offices available at the Alford warehouses, the Interstate-Trinity, the Empire Terminal, Koon-McNatt warehouse and others, Dallas has an unexcelled selection of distribution office space.

With its tremendous lead in warehouse space and cold storage, and its distribution facilities centering around its major warehouses, Dallas has the physical equipment and the organizations to maintain its top position in Southwest distribution. This lead is being further enhanced almost daily by developments in strategically located Trinity Industrial District, in Air Lawn, in Cedar Crest Industrial Park, in the projected Love Field industrial district and in practically all sections of the metropolitan Dallas area where new warehouses and plants are planned and under construction.

**Exclusive Dealer Named.** City Sewing Machine Company, 1009 Elm Street, has been named the exclusive dealer in Dallas for Viking Zig-Zag sewing machines. The machines will be available in both console and portable models.

**Record Changer Dealer Picked.** Ernstrom's Record Shop, 4356 Lovers Lane, has been named Dallas dealer for Lincoln record changers. Owner Harry Ernstrom also announced the opening of a high-fidelity sound studio for record reproduction.

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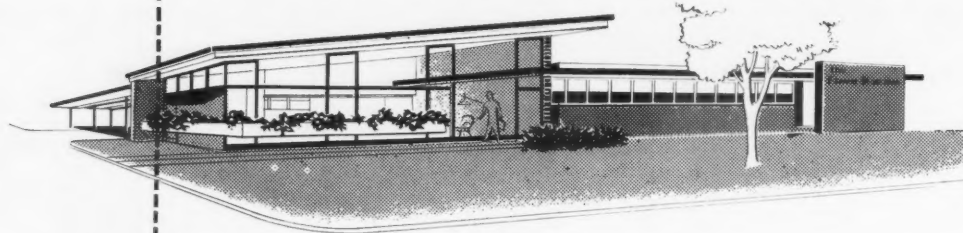
National City Building  
DALLAS 1, TEXAS

No Cost to the Employer

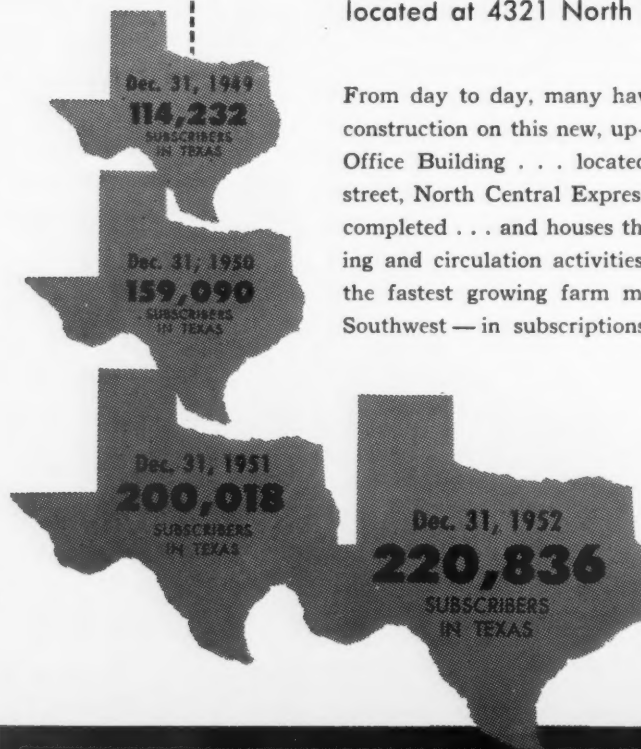


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fastest growing farm magazine  
in Texas . . .

*has moved into its*  
**NEW TEXAS OFFICES**



located at 4321 North Central Expressway



From day to day, many have watched the progress of construction on this new, up-to-date, Farmer-Stockman Office Building . . . located on Dallas' new, modern street, North Central Expressway. Now, the building is completed . . . and houses the Texas editorial, advertising and circulation activities of the Farmer-Stockman, the fastest growing farm magazine in Texas and the Southwest — in subscriptions and editorial leadership!

*Circulation  
by States*

Texas	220,836
Oklahoma	121,818
Kansas	24,510
Arkansas	20,876
Missouri	5,119
New Mexico	2,746
Other States	8,159

*Total 401,318*

**the Farmer-Stockman**

Edited to Help Texas Families Grow Better Crops, Improve Their Livestock,  
Enjoy Modern Equipment and Achieve Finer Living



### Advertising Men Form Own Agency

Glenn D. Addington, left, and Albert E. Krutilek have formed Addington-Krutilek Advertising, a new agency specializing in consumer and industrial advertising for all media. Both veterans of the industry, they formed the company after returning from service with the armed forces in Korea. Mr. Addington was a commander in the Navy and Mr. Krutilek served as a captain in the Army. Both men are Dallas natives and attended Southern Methodist University. Prior to their recall into the services, they worked for a large Dallas advertising agency. Before World War II, Mr. Addington spent four years as a newspaper reporter in Dallas.

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LOANS IN 24 HOURS

### Dallas Millinery Show Scheduled for July

A mid-summer millinery and accessory show will be held in Dallas July 12-14, Gerald Callaway, chairman of the Millinery Show Committee of the Dallas Chamber of Commerce, has announced.

The showing, to be held in a downtown hotel, will be conducted by Dallas manufacturers of millinery and accessory lines.

A three-color broadside which will carry the classification listing of all exhibitors will be mailed to 5,000 buyers in the Southwest, said Mr. Callaway.

Interested exhibitors should write the Market Division of the Dallas Chamber of Commerce for space at the show, Mr. Callaway said.

\*

**New Oil Firm Opens.** Elgin Corporation of Dallas, a new firm specializing in geophysical petroleum surveying, has established headquarters in a new 5,000-square-foot building at 179 Parkhouse in the Trinity Industrial District. Elgin's fleet of especially equipped trucks will operate in the Southwest. Kirby C. Gee is president and Paul Elvington, vice president.

Harold isn't  
*Hard-Hearted!*



He just doesn't have  
"Continuous Vision"

Harold's real trouble is his inability to see quickly and easily at all distances—he doesn't have "continuous vision." It happens to many bifocal-wearers. If you've caught yourself using age-revealing head movements to help you see clearly, see your doctor. He may help you regain natural, youthful seeing habits by prescribing Continuous Vision Lenses. Let us see to it that your prescription is filled accurately and quickly.

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Value is *that which renders anything desirable or useful*. So, the value of the homes you build is measured by those extra things that make them more desirable and useful. Adequate Wiring is one of the most important. Its cost is a small part of the final selling price. Buyers are willing to pay this fractional increase for the things they want. Yes, Adequate Wiring can be your best sales feature.

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#### Heads New Department

George W. Bell has been named head of the new giant photo mural production and picture framing department of Square Haskins Photographers, 2014 Commerce. Mr. Bell will also supervise mosaic and laboratory phases of aerial mapping. He has been in mural work here since 1930. For the past 12 years he has operated his own business at 2909 Elm Street. One of Mr. Bell's main activities is the production of murals and unique effects for theater fronts. Many Dallas offices display photo murals of the city's skyline and other Texas scenes taken by Haskins' photographic staff and enlarged by Mr. Bell.



#### Manages New Ranch

Miss Rosalie Adams is manager of a new play ranch near Grapevine, the Godfrey Ranch, which opened recently. The new ranch, located two miles east of Grapevine on Highway 121, will be opened for large parties and picnics sponsored by clubs and business firms. Miss Adams came to the ranch from Colorado, where for six years she has been social and party hostess at Colorado lodges.

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Any estate, no matter what its size, deserves a will . . . and an experienced executor. If you do not have a will, by all means have your attorney prepare one. If your will was made two or three or more years ago, read it over and see if it needs revision . . . or consult with one of our Trust Officers. They will be glad for you to do so and **NO CHARGE**.

An experienced executor, such as our Trust Department, costs no more than an inexperienced individual, but will protect your estate from unnecessary settlement costs, expense and avoidable loss.

One of our Trust Officers will welcome the opportunity to tell you about our Trust service.

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OUT FRONT in DALLAS with  
**BINSWANGER** *Glass*



CALL US FOR  
*Glass*  
OF EVERY  
DESCRIPTION

RESERVE LIFE INSURANCE BUILDING has added to the beauty of its building at Wood and Akard in Dallas by renovating the top floor, transforming it into an attractive office-pent house. Gulfspray sliding doors were installed in four offices to give a "view" and easy access to pent-house patio and balcony.

**Binswanger & co.**  
*of Texas*

**BINSWANGER & CO.**  
is proud to have collaborated with Mr. Henry Bogas and Mr. Paul Peck, of the building's engineering department, in furnishing the four units of brite aluminum Gulfspray sliding panel-doors. Gulfspray sliding panels are designed and manufactured by Binswanger of Texas.

2019 N. Lamar

Phone PR-7751



#### Named Vice President

Van Thompson has been elected vice president of the Aztec Oil and Gas Company, wholly-owned drilling and producing subsidiary of the Southern Union Gas Company, Dallas. He will continue to have charge of the firm's geological exploration, land and lease, production and drilling activities. He also will continue as manager of Southern Union's exploration department. Mr. Thompson has been with Southern Union since 1929. He is a member of the American Petroleum Institute and several other professional organizations.



#### Heads Publications Staff

Marvin J. Wiss has been named to head the company publications division of Mayo Brothers Printers and Lithographers. Mr. Wiss comes from Rock Island, Illinois, where he operated a public relations consultant firm, to head the new department. Prior to that time he handled the public relations program of the Illinois Democratic party and had worked for newspapers, radio and television stations in Illinois. He served more than two years in the armed forces in World War II.

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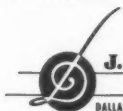


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so have the buyers of mechanical equipment come to rely on the identification . . . . .



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W. O. PERLICK has been named first vice president of the Retail Credit Executives of Texas for 1953-54. New directors of the group include F. M. BOYD, JOHN L. TALLENT, E. C. PAXTON, and WILLIAM F. COFER, JR.

★

JOSEPH R. HORTON of Van Nuys, California, a 24-year veteran of aeronautical maintenance engineering, has been named director of maintenance and engineering for Braniff International Airways, R. V. Carleton, operations manager, has announced.



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**CONDUCTING A TOUR** of the new Clampitt Paper Company building is Max Clampitt, driver, Ira DeJernett, standing, and seated, left to right, Fred Lange, P. M. Rutherford and W. G. Vollmer. The 12-year-old company now has facilities for stocking lines of over 100 manufacturers of paper and paper products.

## Clampitt Moves to New Home

CLAMPITT Paper Company has moved from 1001 Broom Street to a new, modern building at 1505 Oak Lawn Avenue in the Trinity Industrial District.

A well-attended open house was held in observance of the move.

The new quarters encompass 45,000 square feet of floor space. The one-story, brick-and-tile building is owned by Trammel Crow. It is air-conditioned throughout with humidity control to protect stock.

Clampitt Paper Company is the outgrowth of an enterprise started by Maxwell Clampitt in 1941 after several years as salesman with two other Dallas paper companies. Clampitt stocks complete lines of printing and wrapping papers and manufactures adding machine and teletype roll paper along with related items. Its annual business exceeds \$2,000,000.

The company serves business houses in Colorado, Nevada, California, Arkansas, Oklahoma, Louisiana, Georgia, Missouri, Alabama, Mississippi, Florida and Texas.

**CONGRATULATING** Mr. Clampitt, second from left, on his new building is Walter Hooker of Hooker Printing Company, a Clampitt client for many years. Other open house guests are Lanham Higginbotham, left, and Perry Fulkerson.



# Revaluation Drive Ends June 30

THE Dallas Chamber of Commerce's Revaluation Drive to equalize the Chamber's budget with 1953 costs entered its final phase this month.

DeWitt T. Ray, a director of the Chamber and chairman of the campaign, set June 30 as the wind-up day of the drive.

Volunteer workers had completed 70 per cent of their calls and raised \$61,222 as DALLAS went to press.

"These volunteer workers deserve a vote of thanks not only from the Chamber, but from the entire citizenship of Dallas, for making possible a greater Dallas of tomorrow," Mr. Ray said.

The following is an Honor Roll of firms who raised their Chamber subscriptions since the May issue of DALLAS was published:

## Advertising-Office Supplies Printing and Publishing

McCULLARS PRESS	J. HUGH CAMPBELL
MERCHANTS GREETER SERVICE	WEAVER BADGE & NOVELTY, INC.
NEWMAN PRINTING & STATIONERY	ASSOCIATED PUBLISHERS, INC.
TEXAS DAILY PRESS LEAGUE, INC.	KEYSTONE READERS SERVICE
TEXAS PRINTING INK	TEXAS ENVELOPE
WATTS-PAYNE ADVERTISING, INC.	

## Automobiles

BANKSTON-HALL MOTORS	DALLAS PUMP SERVICE
CLASSIFIED PARKING SYSTEM	DOWNTOWN MOTORS, INC.
DAVE HICKS, INC. OF DALLAS	FIRESTONE SERVICE STORE
W. C. NABORS	PRIOR BATTERY SEPARATORS, INC.
SHOOK TIRE & RUBBER	RECAPPERS EQUIPMENT
HENRY WATSON	SAFETY SERVICE STATIONS
HAWKINSON TIRE TREAD SERVICE	TRIANGLE MOTORS, INC.
BOEDEKER-VERNER MOTORS	WHOLESALE MOTOR PARTS
HARRY BOGUE MOTORS	EARL HAYES CHEVROLET
CARTER AUTO SUPPLY	

## Aviation-Transportation and Utilities

SHENCE SALES	SOUTHWESTERN MOTOR
SOUTHERN UNION GAS	FREIGHT BUREAU, INC.
SOUTHWESTERN GREYHOUND LINES	TEXAS & PACIFIC RAILWAY
ZANES FREIGHT AGENCY	TEXAS FREIGHT, INC.
CONSOLIDATED FORWARDING, INC.	WESTERN UNION TELEGRAPH
MERCHANTS FAST MOTOR LINES, INC.	FROZEN FOOD EXPRESS
MILLER & MILLER MOTOR FREIGHT LINES	HUNSAKER TRUCKING CONTRACTOR, INC.
MISSOURI-KANSAS-TEXAS LINES	STRICKLAND TRANSPORTATION, INC.
RED BALL MOTOR FREIGHT, INC.	GULF, COLORADO & SANTA FE RAILWAY

## Banks-Bankers-Investments-Loans

CLARK INVESTMENT	UNION ACCEPTANCE
LINGO & BAILEY, INC.	EDMUND J. KAHN & M. C. KRAMER
JOHN B. MILLS	

## Building Trades

E. E. FARROW	PIONEER BRICK
GEO. W. OWENS LUMBER	VAN VALKENBURG & VOGEL, INC.
P. C. SORENSON	VINSON SUPPLY
STORBECK & GREGORY	AMERICAN BRIDGE DIVISION
THOMAS, JAMESON & MERRILL	AMERICAN SHEET METAL
FULLER-BLAND LUMBER	THE ARMSTRONG COMPANY
LANDAUER, GUERRERO & SHAFER	BARTHOLOMEW CONTRACTING
ACE PLUMBING SUPPLY	BENNETT & CRITTENDEN
BINSWANGER & CO. OF TEXAS	C. RUSSELL LEWIS PAINT STORES
BURGHER CONSTRUCTION	ZEIGLER, HOUSEMAN & ASSOCIATES
CRANE COMPANY	RAMCO
GILBERT ENGINEERING	McCLURE ELECTRIC
GILL & HARRELL & ASSOCIATES	W. H. NICHOLS & CO., INC.
THE GLIDDEN COMPANY	TRI CITIES LUMBER
KIRSCH COMPANY	
N. O. NELSON	

## Clothing, Furnishings and Department Store

PAUL'S SHOES, INC.	NEIMAN-MARCUS
DUNDEE SMART CLOTHES, INC.	SANGER BROTHERS
SCHWOBLT CLOTHES	TITCHER-GOETTINGER
FLORSHEIM SHOE STORES	H. I. GREEN
	THOM McAN SHOES
	VOLK BROTHERS

## Foods

CANADA DRY GINGER ALE, INC.	TENNESSEE DAIRIES, INC.
SCHPEPS DAIRY	GEO. A. HORMEL & CO. OF TEXAS
BRADEN HOME-AID CAKE SHOP	LONE STAR BEER DISTRIBUTORS, INC.
NATIONAL BISCUIT	H. J. HEINZ
ARMOUR & COMPANY	BEN E. KEITH
COCA-COLA	METZGER'S DAIRIES
MEISENBACH, INC.	PI-DO CORPORATION
SCHPEPS GROCER SUPPLY	TEXAS PRODUCE

## General

FREEMAN DECORATING	AMERICAN IRON & METALS, INC.
MAGNOLIA SEED, HARDWARE & IMPLEMENT	BEKINS VAN & STORAGE
UNITED STATES COLD STORAGE	CHASE BRASS & COPPER
DALLAS TITLE & GUARANTY	COMMERCIAL METALS TEMPLE MANUFACTURING

## Insurance

SHELTON & BOWLES	GREAT NATIONAL LIFE
RAY SHELTON	KIRKPATRICK-THOMPSON
SPURGIN INSURANCE AGENCY	FEDERAL UNDERWRITERS
ANDREWS-McDOWELL	CHARLES A. LEVI & SON
DRAKE, ALEXANDER & DRAKE	NATIONAL SURETY CORP.
GIBALTAR LIFE	ALLSTATE INSURANCE
GREAT AMERICAN RESERVE	

## Major Revisions

CHANCE-VOUGHT AIRCRAFT	SEARS ROEBUCK & CO. (Retail Stores)
------------------------	-------------------------------------

## Manufacturing

C & S MFG. & SUPPLY	NATIONAL LEAD
FLEMING & SONS	MUSTANG SHEET METAL & MFG.
ROUNDS & PALMER	STONE COMPANY
TRINITY BRASS & COPPER	TRAY SERVICE COMPANY
JOHN E. MITCHELL	THE FOLSOM COMPANY
BURTON-DIXIE	

## Oil

A. A. ADAMS	HALLIBURTON OIL
GARDNER BROTHERS	WELL CEMENTING
CONTINENTAL SUPPLY	CARL SHORT, INC.
JONES & LAUGHLIN STEEL	WESTERN SUPPLY
REPUBLIC SUPPLY	SONNEBORN BROS., INC.
G. H. VAUGHN	STAR OIL
E. L. WILSON	NATIONAL TUBE
WOODWARD & COMPANY	

## Professional

BALLARD BURGHER & CO.	GEO. W. WORKS
DRS. GUERRIERO & DAVIDSON	KATHRYN CURRIN
E. H. McCLURE	McBRIDE CLINIC
SCURRY, SCURRY & PACE	PHINNEY, HALLMAN, REED & HOLLEY
HORWATH & HORWATH	RESTLAND MEMORIAL PARK

## Retailers-Jewelers-Furniture-Variety Store

THE GOULD COMPANY	HERBERT STEHBERG, INC.
LYLES-VAN-DeGRAZIER CO., INC.	TEXAS WHOLESALE JEWELERS
MOORE-DeGRAZIER	STERLING WHOLESALE JEWELERS
ORKIN JEWELRY MFG.	

## Service Trades

ASSOCIATED FEDERAL HOTELS	GRANDE LODGE HOTEL, INC.
BARADA & PAGE, INC.	H. B. MEYER & SON
DALLASITE MOTOR HOTEL	CHINA CLIPPER CAFE
MANAGEMENT SERVICE	HIGHLAND PARK CAFETERIA
TEXAS OVERALL SERVICE	MILLER & FIELDS
ARTHUR'S RESTAURANT	DIAMOND ALCAL

## Wholesalers (Hard Goods)

CAPITAL DISTRIBUTORS, INC.	ROACH & ATKINSON
LONE STAR WHOLESALE, INC.	SNAP-ON TOOL CORP.

## Wholesalers (Soft Goods)

GREEN BROS. MFG.	A. M. LOCKETT & CO., LTD.
DONOVAN MFG.	SUE ANN MFG.
CORE, INC.	W. J. B. CORPORATION
ELAINE CURTAIN	
SINGER SEWING MACHINE	

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### General Manager

Julian T. Keith has been named executive vice president and general manager of the Texas Abstract and Title Company, which has three offices in Greater Dallas. Mr. Keith moved here recently from Houston, where he was vice president and general manager of a mortgage loan company. In Houston, he was a member of Houston Mortgage Bankers Association and several other professional groups.



### Heads Red Cross Drive

W. W. Overton, Jr., chairman of the board of the Texas Bank and Trust Company, has become the first Texan to be named national membership and fund chairman of the American Red Cross. Mr. Overton, vice chairman of the 1953 national campaign, was named to the volunteer position for 1954 by E. Roland Hariman, National Red Cross president. His responsibilities will cover the fund-raising activities of more than 3,700 Red Cross chapters throughout the nation. Long active in civic affairs, Mr. Overton also is president of W. W. Overton and Company and the Overton Real Estate Company, and vice president of the Con-Tex Company and the Southern Title and Abstract Company, all of Dallas.

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(TWO WAREHOUSES)  
2055 West Pershing Road, Chicago 9
- ★ **DALLAS**  
1114 Wood Street, Dallas 2
- ★ **DETROIT**  
1448 Wabash Avenue, Detroit 16
- ★ **KANSAS CITY**  
500 East Third Street, Kansas City 6
- ★ **OMAHA**  
4302 South 30th Street, Omaha 7
- ★ **PORT LAVACA**  
P. O. Box 176, Port Lavaca, Texas

**Capacity:**  
*One Pound of Food for  
Every Man, Woman and  
Child in the U. S. A.*

**UNITED  
STATES  
COLD  
STORAGE**

**United States Cold Storage Corporation**





### Heads Business Bureau

B. F. McLain, Dallas business and civic leader, has been renamed president and chairman of the board of the Dallas Better Business Bureau. Mr. McLain was re-elected to the post at a recent meeting of the organization's board of directors. Other officers re-elected are D. A. Hulcy, vice president; Duffield Smith, executive vice president; W. D. Trotter, secretary; Eugene McElvaney, treasurer, and M. R. Irion, general counsel.

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TRAFFIC MANAGEMENT  
FREIGHT RATE ADJUSTMENTS

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1517 Praetorian Bldg. Phone STarling 4385  
DALLAS

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with TEXAS  
FOR 23 YEARS*  
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**DALLAS**  
S. J. Hay, President



George M. **STUART** florist  
1422 Commerce St. RANDolph 5178



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**Precision Tools**

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**Coated Abrasives**

**Electric Tools**

**Air Tools**

**TOOL SUPPLY & ENGINEERING CO.**

1901 Canton Street — P. O. Box 6077, Dallas, Texas

Dallas — Riverside 1953

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# Pre-Sell

## Your Salesman's Prospects

The front-line function of your salesman is to make sales. But the buildup . . . the finding and conditioning of prospects . . . takes time.

Given enough time, a good salesman can contact all key executives and handle all the steps toward making a sale.

DALLAS can perform these preliminary steps more economically and efficiently. DALLAS backs up your salesmen with a low-cost, high-speed sales tool that multiplies his efforts.

DALLAS permits your salesman to concentrate his valuable time on closing the sale.

★

# DALLAS

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# Dallas PIONEERS

Established

**1869** Padgitt Bros.  
Company

Leather Goods—  
Wholesale and Retail

**1872** Dallas Railway  
& Terminal Co.

Street Railway

**1872** Huey & Philp  
Company

Wholesale

**1875** First National  
Bank in Dallas

Banking

**1876** Trezevant &  
Cochran

Insurance General Agents

**1884** The Dorsey  
Company

Printers — Lithographers  
Stationers — Office Furniture

**1888** Sutton, Steele  
& Steele, Inc.

Engineers and Manufacturers  
Specific Gravity, Electrostatic  
and Centrifugal Separators

**1889** J. W. Lindsley  
& Company

Real Estate and Insurance

**1892** The Egan  
Company

Printing, Lithographing, and  
Embossed Labels



DERBY hats and demountable rims were very much in vogue back about 1910 when the above photograph recorded Hugh Chalmers' visit to Dallas. Then the highest paid sales manager in America, Chalmers came here to speak to the Dallas Advertising League. Standing, left to right, are Frank C. Wynn and Dick Haughton. In the front seat next to Chalmers at the wheel is Charlie Padgitt of Padgitt Brothers, then the Dallas Chalmers dealers. In the back seat with the derby hat is Fred Johnston, then president of the league, and the other occupant was a member of Chalmers' party. Even then, Dallas was beginning to expand as the distribution center of the Southwest and one year later, in 1911, the firm of W. W. Overton & Company, food brokers, was organized by W. W. Overton, Sr. The firm occupied quarters on the present site of the Century Room of Hotel Adolphus. Later the firm moved to its present quarters in the Texas Bank Building. Through the years the firm has represented such concerns as the Imperial Sugar Company, and has dealt in canned goods and specialty items. Today, the firm operates throughout the northern half of Texas and has branches in Tyler and Abilene. President of the company today is W. W. Overton, Jr., who is also chairman of the board of the Texas Bank & Trust Company; R. E. Tinkle is treasurer and general manager; Roy Duke, secretary; and W. T. Overton, director and home office coordinator.

## Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

**1893** Sparkman-Brand,  
Inc. Morticians

Originally, Loudermilk,  
Broussard and Miller

**1893** Fleming &  
Sons, Inc.

Manufacturers—Paper  
and Paper Products

**1900** The Murray Co.  
of Texas, Inc.

Carver Cotton Gin Division 1807  
Boston Gear Works Division 1880  
Industrial Supply Division 1907

**1900** John Deere  
Plow Company

Agricultural Implements

**1902** Stiers  
Laundry

Quality Laundry & Cleaning Service

**1904** T. A. Manning  
& Sons

Insurance Managers  
Fire—Casualty

**1906** Hesse Envelope  
Company

Manufacturers of Envelopes  
and File Folders

**1910** Moser Co.  
Realtors

Industrial and Commercial  
Leases and Sales

**1911** W. W. Overton  
& Co.

Food Brokers

**1912** Stewart Office  
Supply Company

Stationers—Office Outfitters

**1914** Texas Employers  
Insurance Ass'n.

Workmen's Compensation  
Insurance



*His Life is in*  
**YOUR**  
*Hand!*

## *Accident* **PREVENTION** *Pays*

Every year more and more business and industrial firms are finding that Accident Prevention Pays — that a well-organized, well-directed Safety Program can save lives and limbs and reduce insurance costs as well.

### **GET A SAFETY PROGRAM**

If you think your Workmen's Compensation Insurance costs are too high, why not do something about it? If you have a Safety Program, give it your wholehearted and enthusiastic support to insure its success. If you do not have a Safety Program, get one organized at once.

Remember you CAN do something about those on-the-job accidents — and remember, the lives of your employees are in your hand. Don't let a single one of them be killed or injured because of your neglect.

*Largest Writer of WORKMEN'S COMPENSATION INSURANCE in Texas*

HOMER R. MITCHELL, *Chairman of the Board* A. F. ALLEN, *President*

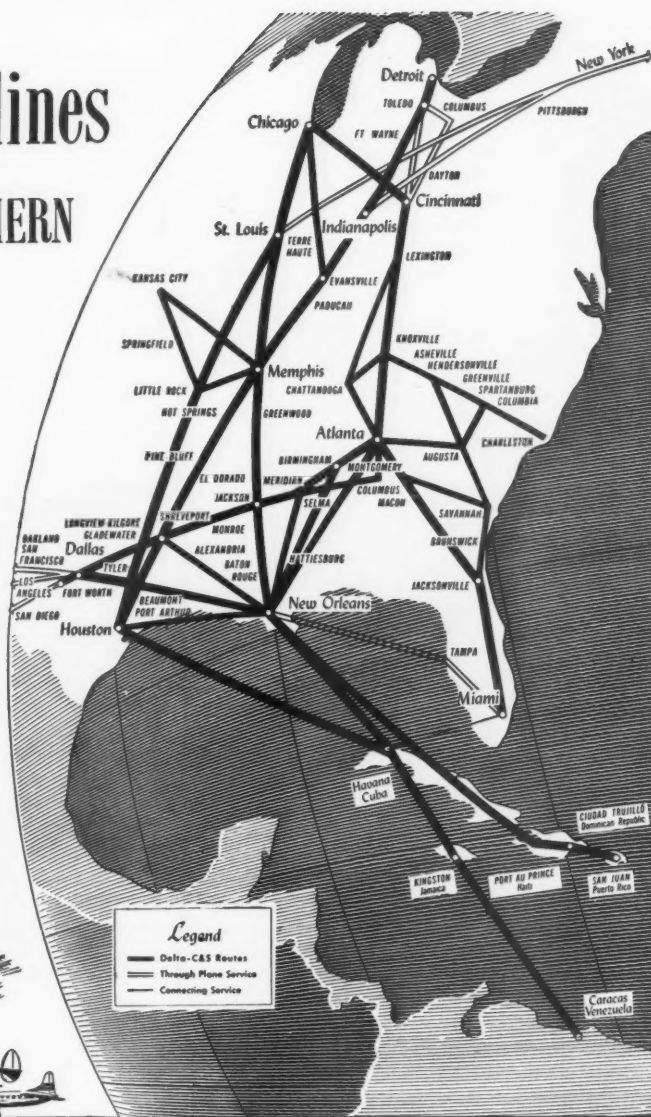
Service Offices: ABILENE • AMARILLO • AUSTIN • BEAUMONT • CORPUS CHRISTI • DALLAS • EL PASO  
 FORT WORTH • FREEPORT • GALVESTON • HARLINGEN • HOUSTON • LUBBOCK • LUFKIN • MIDLAND  
 ODESSA • PORT ARTHUR • SAN ANGELO • SAN ANTONIO • SHERMAN • TYLER • WACO • WICHITA FALLS

**TEXAS EMPLOYERS  
 INSURANCE ASSOCIATION**

HOME OFFICE • DALLAS, TEXAS

Two pioneer airlines  
DELTA and CHICAGO & SOUTHERN

Merge  
to serve you better



Two great pioneer airlines now are one. Delta, with 24 years of experience in serving the South and linking it with the Midwest, joins with Chicago & Southern which has served the Mississippi Valley for 19 years and also ties Mid-America to the West Indies and South America.

This merger is one of top management and line personnel, as well as routes, and the public will gain from the combination of talent and facilities. Approved by the Civil Aeronautics Board and the President of the United States, it has now been ratified by the stockholders of each line. Operation

as one company, Delta-C&S Air Lines, is now in effect. For the immediate present, however, flight schedules will be unaffected on both systems.

On the basis of current passenger-mile figures, the new company will be the fifth largest domestic airline, serving nearly 25,000,000 people directly in 55 U.S. metropolitan areas and 20,000,000 more in 6 Caribbean countries.

The merged airline intends to maintain the reputations earned by the two individual companies for friendly, hospitable service with modern, luxurious equipment.

LINKING 61 CITIES IN THE U.S. AND CARIBBEAN

GENERAL OFFICES: ATLANTA, GEORGIA





## American Dollars



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able market conditions. When you obtain a letter of credit, the Mercantile National assumes the obligation of payment for your merchandise, on delivery of specified documents and subject to terms specifically outlined. Cost of this service is nominal...in most cases just one-fourth of one percent of the amount involved. To enjoy the same credit anywhere that is yours in Dallas, call a Mercantile Man at Riverside 4181.

★ Photo of Volendam Islander, courtesy Netherlands Information Bureau

**MERCANTILE NATIONAL BANK**  
AT DALLAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



